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& Health Tourism

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Comprehensive solutions

Joint Care

Tackle the cause,
restore wellness

Timeless Beauty

The secret of skin
longevity

Preventive Role of Ayurveda

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Embracing Ayurveda for a Healthier Tomorrow

In today's rapidly changing world, modern medicine often faces the challenge of managing lifestyle disorders and non-communicable diseases (NCDs) that are increasingly becoming a global burden. However, Ayurveda, with its time-honoured wisdom, offers a preventative approach that goes beyond merely treating symptoms. By focusing on holistic well-being, Ayurveda emphasizes the importance of balanced doshas, nourishment, and lifestyle management, promoting long-term health and preventing the onset of diseases.

Dr. J.L.N. Sastry's article, *Preventive Role of Ayurveda*, highlights how integrating Indigenous practices can help manage and even reduce the growing epidemic of lifestyle diseases. This approach, rooted in balance and prevention, offers a promising solution to the health challenges of the modern world.

Similarly, when it comes to infertility, Dr. Milind Salunke discusses how Ayurveda addresses the root causes of infertility with holistic therapies. The principles of Ayurvedic healthcare extend into various areas of wellness, including joint care. Dr. D Jayashree Ayurvedacharya, in her article *Joint Care: Addressing the Root Causes*, stresses the importance of a combination of Ayurveda and modern medicine to treat joint issues holistically, preventing long-term side effects.

Moving towards internal health, *Sustainable Health Begins in the Gut* by Dr. Divya P emphasizes the importance of mindful eating. Ayurveda teaches us to listen to our body's wisdom, which can guide us to optimal health and contribute to reducing healthcare's environmental footprint.

Hydration is often misunderstood in today's health culture, and Dr. Janardhana V Hebbar, in his article *How Much Water Should You Drink?* explains the Ayurvedic perspective, emphasizing the importance of water quality and balance.

In Timeless Beauty: The Secret of Skin Longevity, Shahnaz Husain delves into Ayurvedic secrets for maintaining skin health and youthfulness. Ayurveda's role in boosting immunity is presented by Prof. (Dr) Abhimanyu Kumar in *Ayurveda for Strong Immunity*. Amidst the challenges of modern living, Ayurveda provides a cornerstone for maintaining natural defences, blending ancient wisdom with scientific validation.

Dr. Bhaswati Bhattacharya's *How to Eat and Live in the Spring* shows how seasonal changes influence our health, recommending specific Ayurvedic guidelines for diet and lifestyle. For general well-being, *Lifestyle Tips to Revitalize Your Health* by Dr. Prasanna Kakunje provides Ayurvedic principles for disease prevention, underscoring the scientific rationale behind diet, exercise, and lifestyle choices that promote long-lasting health.

Finally, the unique fusion of Ayurveda with dance is explored in *Ayurvedance: When Dance Meets Ayurveda* by Subramanya Suresh. This captivating approach highlights how movement and rhythm can harmonize the doshas, enhancing both physical and mental well-being.

Together, these articles remind us that Ayurveda is not just a system of medicine but a comprehensive approach to living well. As we navigate the complexities of modern living, returning to Ayurvedic principles could be the key to thriving in today's world.

Rajaram. S
 Executive Editor



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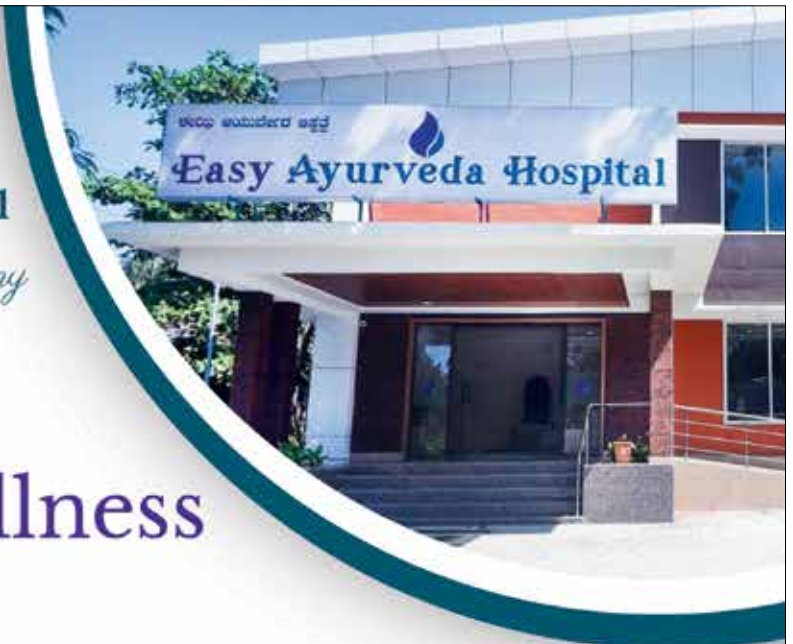
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ITB BERLIN 2025: CHAMPIONING SUSTAINABILITY AND SOCIAL RESPONSIBILITY

From 4 to 6 March, ITB Berlin 2025 will focus on sustainable tourism and social responsibility, featuring over 80 exhibitors from 26 countries in the Responsible Tourism segment. Key discussions at the ITB Berlin Convention will address climate impact, governance, and diversity, with sessions like *Travelling Together: Embracing Inclusivity for Industry Growth and Is Tourism Coming to an End? From Overtourism to Sustainability Governance*.

The event will honour outstanding initiatives with awards, including the Green Destinations Top 100 Story Awards, the Gender Equality Champion of the Year, and the TO DO Human Rights in Tourism Award. Exhibitors such as Travelife and ECEAT will showcase eco-certification



solutions, while new participants like the Thai Responsible Tourism Association and Blue Alliance Marine Protected Areas will present sustainable travel products.

ITB Berlin is also supporting social causes through collaborations with local charities, including Menschen helfen Menschen, and promoting sustainable mobility by integrating public transport ticketing with event passes. The mascontour Responsible Tourism Lounge will serve as a networking hub for industry leaders. With its comprehensive programme, ITB Berlin 2025 aims to shape a responsible future for global tourism. *Ayurveda & Health Tourism* magazine is a media partner of the MEDICAL TOURISM PAVILION at ITB Berlin 2025. ■

AYURVEDA OFFERS HOPE FOR ALZHEIMER'S PATIENTS SAYS NEW STUDY

A study led by Prof. Anirban Bhunia at the Bose Institute in Kolkata has unveiled a multipronged approach to treating neurodegenerative diseases, including Alzheimer's Disease (AD) and dementia.

The team utilized chemically synthesized peptides to target amyloid beta aggregation, a hallmark of Alzheimer's. These peptides demonstrated remarkable efficacy in inhibiting and disaggregating amyloid proteins, as reported in their recent paper published in the prestigious journal *Biochemistry (ACS)*. The findings revealed that these peptides are non-toxic and serum-stable, highlighting their potential as a viable treatment option.

Prof. Bhunia and his collaborators also explored the repurposing of Lasunadya Ghrita (LG), an Ayurvedic drug known for its efficacy in treating depression-related mental illnesses. Collaborating with Ayurveda expert Prof. Dr. Sanjeev Rastogi from Lucknow University, the researchers found that natural compounds enhanced the inhibition and breakdown of amyloid beta more effectively than chemically designed peptides. These findings were published in *Biophysical Chemistry* (Elsevier).



The research offers renewed hope for individuals suffering from Alzheimer's and highlights the potential of integrating traditional Ayurvedic medicine with modern scientific approaches to address complex neurodegenerative disorders. ■

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MEDICAL PROGRAMMES

- Lifestyle & Metabolic
- Musculoskeletal
- Neurological
- Addictive Disorders
- Gastrointestinal
- Mental Health
- Reproductive
- Respiratory Disorders
- Skin Conditions



HEALTH PROGRAMMES

- Focus on Prevention & Health Promotion
- Panchakarma
- Detoxification
- Rejuvenation
- Stress Management
- Anti-ageing
- Weight Management

KARNATAKA INTERNATIONAL TRAVEL EXPO BEGINS IN BENGALURU

The Karnataka International Travel Expo (KITE) 2025 opened in Bengaluru with Chief Minister Siddaramaiah unveiling the state's Tourism Policy 2025-2029. During his address, he urged investors and all stakeholders "to collaborate in making Karnataka a premier global tourism destination."

H.K. Patil, Minister for Law & Parliamentary Affairs, Legislation, Tourism, Karnataka, and other top officials, including Dr. Rajendra K.V, Director Department of Tourism and Managing Director, KSTDC, were present at the event.

"Let's make Karnataka a global benchmark for responsible enriching and inclusive tourism," Patil exhorted the gathering.

Ayurveda & Health Tourism magazine's Editor Benny Thomas presented a copy of sister publication, *Medical Tourism* to the Karnataka Tourism Minister.

Organized by the Karnataka Tourism Department and the Karnataka Tourism Society, KITE 2025 features over 400 buyers and 150 stakeholders from India and abroad.

Karnataka saw domestic tourist visits grow from 36.7 million in 2006 to 283.5 million in 2023. The



new policy emphasizes tourism as a crucial sector to help Karnataka become a USD 1 trillion economy by 2023. ■

CONSUMER GIANT PATANJALI TO BOOST AYURVEDA PRODUCTION IN MADHYA PRADESH



In a major announcement at the Madhya Pradesh Global Investors Summit (GIS) 2025, Acharya Balkrishna, CEO of Patanjali, revealed plans for the company to invest Rs 5,000 crore across a range of sectors. The focus will be on Ayurveda, herbal medicine, food processing, and balanced nutrition, but Balkrishna also noted that Patanjali is expanding

into new areas such as solar energy and IT manufacturing.

The investment is expected to stimulate job creation, bolster local industries, and enhance self-sufficiency in food processing and Ayurveda-based healthcare. Patanjali's growing interest in renewable energy and IT manufacturing reflects its vision for a sustainable, technology-driven future.

With its robust agricultural sector and business-friendly government, Madhya Pradesh continues to attract significant investments across various industries, driving industrial growth and infrastructure development.

This announcement follows the government's decision to establish an All India Ayurveda Institute in Ujjain and to introduce 11 new Ayurvedic colleges throughout the state. ■

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- Digitalization - The Only Way
- Opportunities in the Medical Device Industry
- AI Revolution in Healthcare
- Wellness & Medical Tourism
- Insurance - Making Healthcare Affordable



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A workshop titled "Integrative Medicine: Bridging Science and Holistic Healing for Comprehensive Care" was hosted at the Post Graduate Institute of Medical Education and Research (PGIMER), Chandigarh recently. The event, organised by the CCRYN-Collaborative Centre for Mind-Body Intervention through Yoga, focused on integrating Ayurveda, yoga, and other complementary therapies with modern medicine to enhance patient care.

Experts at the workshop discussed the importance of standardised herbal medicine practices, evidence-based yoga therapy, and policy changes to make integrative healthcare more accessible. Dr.

Sadasivan Pillai, toxicologist and director of PNB Vesper Lifesciences, stressed the need for stricter adherence to Good Manufacturing Practices (GMP) in herbal medicine production, emphasizing quality control.

Dr. BN Gangadhar, chairman of the National Medical Commission (NMC), was the chief guest and reiterated the government's efforts to integrate yoga into mainstream medical care. He acknowledged the lack of formal policy but highlighted ongoing initiatives, including the mandatory inclusion of integrated medicine services and research in medical colleges. ■

AYUSH MINISTRY'S CAMPAIGN BREAKS FIVE GUINNESS WORLD RECORDS



India's Ministry of Ayush's national initiative, Desh Ka Prakriti Parikshan Abhiyaan, has achieved an extraordinary feat by setting five Guinness World Records, solidifying its place in holistic healthcare and promoting global awareness of Ayurveda.

The campaign garnered a record-breaking 6,004,912 pledges within a week for a health campaign, far exceeding the minimum requirement of 14,571. Desh Ka Prakriti Parikshan Abhiyaan also received 13,892,976 pledges in a month, surpassing the

previous record of 58,284 held by Cigna and CMB Life Insurance Company in China. This record-smashing monthly total secured the title for the most pledges received for a health campaign overall, outdoing the previous record of 569,057 pledges held by Zifi FDC.

Additionally, the campaign set records in digital participation, creating the largest online photo album of people displaying a digital certificate with 62,525 photos and forming the largest online video album of people reciting the same sentence, collecting 12,798 videos.

Guinness World Records adjudicator Richard Williams Stenning officially announced the achievements and presented certificates to Union Minister of State for Ayush, Prataprao Jadhav, in Mumbai. ■



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NATIONAL DHANWANTARI AYURVEDA AWARDS CONFERRED ON ESTEEMED PRACTITIONERS



The Government of India's Ministry of Ayush honoured three distinguished practitioners with the prestigious National Dhanwantari Ayurveda Awards for their exceptional contributions to traditional Indian medicine.

Union Minister of State Prataprao Jadhav conferred the awards at an event in Mumbai. This year's recipients are Vaidya Tara Chand Sharma,

renowned Nadi Vaidya, and author; Vaidya Maya Ram Uniyal, a distinguished scholar of Dravyaguna Vigyana with six decades of service; and Vaidya Sameer Govind Jamadagni, founder of the Vishwa Vyakhyanmala national conference. Each recipient received a citation, a trophy of Lord Dhanwantari, and a cash prize of Rs. 5 Lakh.

Prataprao Jadhav praised the awardees for their dedication in promoting Ayurveda globally. Ayush Secretary Vaidya Rajesh Kotecha highlighted their innovative contributions to modernizing traditional practices. The awards underscore India's commitment to holistic healthcare and preserving traditional knowledge. ■

GLOBAL WELLNESS INSTITUTE RELEASES 'THE FUTURE OF WELLNESS – 2025 TRENDS'

Demand for medical supplements could see accelerated growth in 2025 says the latest report of the US non-profit Global Wellness Institute. The report titled 'The Future of Wellness – 2025 Trends' points out that despite the surge in fake supplement advertisements the race toward longevity will boost the demand for vitamins and minerals.

Another trend for 2025 is wellness for teens. Wellness trends for teens, such as sauna activities and toxin sweating, will rise. Self-care-focused rail journeys and wellness-themed cruises will increase. With longevity on the rise, more companies will open opportunities for consulting and accessing the wisdom of the 65+ workforce, who stay well mentally and physically.

The report predicts trends that will make ayurvedic fans smile. There is a desire to get away from hyper-technology to hyper-nature. People are moving away from listening to the ads, the breaking news, and the constant commentary on world events, as well as the propaganda.



Addiction treatments through wellness approaches such as panchakarma, the use of ayurvedic medicine with cannabis, and the awareness of immersion in nature are all trends to watch out for in 2025. ■

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PREVENTIVE ROLE OF AYURVEDA

Adapting the preventive measures from indigenous systems of medicine for the management of lifestyle disorders and NCDs can help reduce the overall disease burden.



Dr. J L N Sastry



With the establishment of Global Centre for Traditional Medicine at Jamnagar, India on 25th March 2022, WHO paved way for utilization of knowledge of traditional systems in providing the healthcare to the masses. India being abode for several indigenous systems which include Ayurveda, Unani, Siddha, Sowa-Rigpa etc., has a great potential to achieve goals under National Health Mission through AYUSH systems. Globally, there is a surge of life-style disorders or non-communicable diseases (NCDs). The most

important of them are diabetes, obesity, dementia/sleep disorders, cardio-vascular risk groups, cancer etc. WHO is continuously monitoring the progress being made in the management of the NCDs.

Three pillars for human health

The indigenous system considers Vata, Pitta, & Kapha as three pillars for human health. Their imbalance in the body is considered “illness” and equilibrium is considered “wellness”. Human body is comprised of seven Dhatus (tissues) viz., Rasa (plasma/serum); Rakta (blood); Mamsa



(muscle); Medas (adipose tissue); Asthi (bone); Majja (marrow); and Sukra (prostaglandins).

The inter-play between Dosha and Dhatu is considered to be responsible for health and disease. The one who possess balance of all these elements is considered as healthy (Svastha). Ayurveda always believed in the prevention than cure of a disease.

Medical care Vs. health care

The current evidence-based medicine is focused on the “medical care” whereas the ancient wisdom emphasized “health care”. The treatment (Chikitsa) itself is considered three-fold viz., Doshaprasamana, Dhatupradushana, and Swasthahita. The third line of treatment is actually preventive medicine/preventive measures.

Achieving immunity

Charaka considered Svastha-urjaskara Chikitsa (wellness medicine) as divided into two parts viz., Rasayana (anti-aging and revitalization) and Vajikarana (reproductive medicine). While Rasayana corrects the dhatu pathway in the descending order; Vajikarana corrects the dhatu pathway in the ascending order. Both the processes will result in achieving Vyadhikshamatva (immunity). This is again of three types viz., Sahaja (natural), Yuktikrita (induced), and Kalaja (acquired). Immunity is explained on the basis of Ojus (which is essence of

all the dhatus). Ojus is further divided into Para ojus and Apra ojus.

For a disease-free body

Svasthavritta (tips for healthy living) and Sadvritta (tips for correct living) are the non-invasive approaches for keeping the body disease free. To remain Svastha one should follow three important factors viz., Ahara (food), Nidra (sleep), and Brahmacharya (conduct). Coupled with these measures, Dinacharya (daily regimen) and Rutucharya (seasonal regimen) are icing on the cake in the present scenario.

Curative and palliative measures

The Sodhana (curative measures) and Samana (palliative measures) procedures are available for curative and palliative procedures respectively. The Sodhana procedures are otherwise famous in the name of Panchakarmas (five cleansing procedures). The Samana procedures are flooded with Langhana (fasting) and Brimhana (nutritious) treatments.

Under Samana treatment, several natural herbs and their simple formulations have been made available. These Samana measures help in the prevention of several conditions like obesity, diabetes. Globally there is an increased demand for alternate medicine/ preventive medicine for the simple and solution.

Reducing the disease burden

If adapted for the management of lifestyle disorders or the NCDs, the preventive measures mentioned in indigenous systems of medicine will reduce the disease burden. Several nutritional diseases may be addressed by preventive measures provided in the traditional medicine. Several cancers, aging related diseases, sleep disorders, arthritis etc., can be effectively managed without the support of chemical drugs. ■

*The author, **Dr. J L N Sastry** is the Managing Director – Swasti Veda Pvt. Ltd., and former CEO of the National Medicinal Plants Board. He is a global leader in Ayurveda with expertise in research, clinical practice, and healthcare innovation.*

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OVERCOMING INFERTILITY CHALLENGES: COMPREHENSIVE SOLUTIONS

Ayurveda offers comprehensive solutions for infertility by addressing the root causes, balancing doshas, and rejuvenating reproductive health with natural therapies.



Dr. Milind Salunke

The rate of infertility has been steadily rising for over a decade. Several factors contribute to this trend, including advanced age, stress, nutritional deficiencies, and hormonal imbalances caused by improper dietary and lifestyle patterns. Unique in its approach, Ayurvedic treatment focuses on addressing the root causes of infertility. Additionally, these treatments are cost-effective.

Holistic approach

A fundamental concept in Ayurveda is 'Suprajanana,' which forms the basis of Vajikarana therapy. Suprajanana involves preparing both partners mentally, physically, and spiritually before conception to ensure the birth of healthy offspring. Vajikarana therapy itself is designed to enhance sexual capacity and performance, addressing various sexual disorders such as infertility, erectile dysfunction, and premature ejaculation. Given the promising results of Ayurvedic treatment, it should be considered as a first-line option for addressing infertility.

Ayurveda is a Vedic system of medicine which aims to cure ailments as well as to prevent any imbalances within the body that could disrupt the doshas and, consequently, affect normal bodily functions.

Balancing doshas

Dietary and lifestyle patterns in daily living play a crucial role in maintaining the balance of the doshas, which are present in



even the smallest cells of the body. When an imbalance is felt at a macro level, manifesting as symptoms, it originates at the cellular level. Therefore, to reverse these imbalances, it is essential to begin addressing them from the cellular level.

Imbalances in the body resulting from dietary and lifestyle changes lead to the accumulation of toxins in the microchannels, disturbing the normal functioning of the body. These toxins are referred to as "Ama" in Ayurveda.

Modern day disruptions

In the modern day living with abrupt dietary and lifestyle modifications have significantly disrupted the balance of the doshas. This disruption leads to an imbalance of Agni (the metabolic fire), an imbalance of the dhatus (body tissues) including their metabolic fires at the tissue levels, and specifically affects the reproductive tissue, which is considered the seventh tissue among the other six. Additionally, there is an imbalance in the elimination of mala



(wastes). The overall physical imbalance also impacts the senses and the mind. To reverse and achieve results, it is crucial to address these issues starting from the cellular level up to address these issues starting from the cellular level up to the systemic level.

When dealing with fertility, we must strive to balance all these factors. The most important aspect is to take care of the mind by providing counselling to the patients. The mindset developed by the patient significantly influences the shukra vaha srotas (reproductive system), as the energies of the thought process permeate the reproductive seeds. This can lead to the seeds repelling each other rather than attracting and facilitating the process of fertility. Therefore, maintaining the harmony of the mind, or Maan Prasannata, is essential when addressing fertility issues

Four essential components

Ayurveda identifies four essential components necessary for conception: Rutu (timing), Ambu (nourishment), Beej (seed), and Kshetra (field). Any imbalance in these factors can lead to infertility. This perspective aligns with modern reproductive science, which emphasises the importance of hormonal balance, nutritional status, sperm and egg quality, and uterine health.

Rutu corresponds to the appropriate time of ovulation and fertilisation, enhancing the chances of conception. Kshetra, or the uterus, is the designated place where fertilisation and the development of the foetus occur. It must be anatomically and functionally normal. Ambu denotes the processes or elements through which the foetus receives nutrients. Beej refers to the seeds involved in the process of fertilisation, encompassing both male sperm and female ovum. Both must be of excellent quality, and a healthy menstrual cycle is a precursor to healthy ovulation.

By addressing these components, Ayurveda aims to ensure the birth of healthy progeny.

Successful fertilisation

All four factors mentioned are essential for successful fertilisation. Any disruption in one of these factors can impact the entire process.

Modern lifestyle issues such as PCOD, menstrual problems, stress, hormonal imbalances due to stress, sperm disorders, and tubal blockages are all related to these four critical factors affecting fertility.

In Ayurveda, the focus is on normalising all these factors by addressing the root cause of the issue and eliminating toxins. The Ayurvedic methodology has proven to be excellent in treating infertility. There are herbs mentioned in the Vedas that work directly on the male and female reproductive systems, enhancing the body's natural functioning rather than relying on external hormonal support.

Role of Ritu

Rutu refers to the optimal time for conception, primarily linked to the menstrual cycle, which typically falls between the 10th and 16th day of a





28-day cycle. The fertile period extends from the day of menstruation to the sixteenth day onwards. The balance of the three doshas —Vata, Pitta, and Kapha—plays a crucial role in ovulation and reproductive function.

Ritu (Kaala) can be understood both as the appropriate age and the fertile period for conception. Garbhadharana kaala refers to the suitable period for conception, during which women acquire good quality Sampurna Veerya, increasing the chances of conception during this reproductive age.

In today's lifestyle, with late marriages and delayed planning for conception, couples are experiencing more infertility issues. When Ritukaala is affected, cases of infertility rise. The period of Ritukaala is considered the best time for conception. Additionally, high stress levels during Ritukaala also negatively impact conception.

Role of Kshetra

Kshetra refers to the uterus and its ability to support implantation. A healthy uterine environment is essential for successful conception and pregnancy. The health status of the Garbhashaya (uterus) plays a crucial role in the successful conception and development of the Garbha (foetus).

A Shuddha Garbhashaya (pure uterus) is

necessary for safe conception and foetal development, as it also protects the Garbha from external shocks. Therefore, any abnormalities in the uterus can lead to infertility.

The fallopian tubes are also considered part of Kshetra, and any inflammation or obstruction, such as tubal blockages, can result in infertility. Conditions like fibroid uterus, endometriosis, and elongated cervix can also affect fertility.

Role of Ambu

Ambu represents Rasa Dhatu, the nutritional elements that nourish the foetus. It signifies the nourishment required for conception and foetal development. Proper Rasa Dhatu (plasma) and Ojas (vital essence) are essential for the healthy development of the foetus. Inadequate nourishment to the implanted embryo can lead to foetal deformities. Therefore, Ambu plays a vital role in the wellbeing of the foetus. Lack of proper nourishment can result in miscarriages and stillbirths.

Role of Beeja

Beeja refers to the Shukra (sperm) in men and Artava (ovum) in women. The union of sperm and ovum results in Garbha (foetus), and any vitiation in Beeja can affect conception and progeny. Beej refers to the quality of Shukra Dhatu (sperm) and Artava (ovum). Healthy Beej ensures proper

conception and a disease-free progeny. Factors such as stress, toxins, and poor lifestyle degrade sperm and egg quality. The best quality Beeja can be obtained by following a proper diet and lifestyle, freeing the body from toxins, and providing excellent nourishment to the Beeja with the help of Ayurvedic medications.

Management of infertility

Addressing the various aspects of infertility through Ayurveda has yielded excellent results. Couples suffering from infertility should consider Ayurveda as a first line of treatment to achieve faster results. Often, couples exhaust all other options before turning to Ayurveda as a last resort. By this time, there may already be significant impacts on the doshic balance and reproductive tissues. Despite this, Ayurveda has shown positive outcomes within a span of less than six months, though the duration may vary from case to case. Choosing Ayurveda as the initial treatment for infertility could make a significant difference.

Modalities **Panchakarma detoxification:**

This helps remove toxins and balance doshas before conception.

Vajikarana therapy: Involves the use of herbs to enhance reproductive function.

Diet and lifestyle: A Satvik diet, yoga, stress management, and avoiding processed foods help maintain fertility.

Rasayana therapy: Rejuvenates the reproductive system and supports overall vitality.

Acharya Sushrut has emphasised the importance of the four factors—Ritu, Kshetra, Ambu, and Beej—in reproduction. Although Ayurveda is an ancient science, it embodies visionary principles of eugenics and epigenetics. Ayurveda provides guidance on how to purify gametes even before conception. Codes of conduct for couples, Panchakarma therapies, and dietary regimens are advised to inculcate good qualities in Beej (sperm and ovum). Infertility due to Beejadosha can be treated using Panchakarma techniques like Vaman, Virechan, Vasti, and Nasya.

Ayurvedic detoxification techniques remove accumulated toxins from Srotas (microchannels), thus maintaining menstrual flow and helping to



treat obstructions in ArthavaSrota. It is also recommended that women avoid stress and anger to prevent anxiety-induced hormonal disturbances.

In today's modern lifestyle, where nothing is local or seasonal, we consume seedless fruits, processed foods, and fast foods that are not gut-friendly and affect metabolism. Genetically modified foods, pollution, and early exposure to hormonal pills are factors contributing to the increasing number of infertility cases. To overcome these issues, we must return to traditional Indian Vedic ways of living. ■

The author, **Dr Milind Salunke**, is the Wellness Director at Swastik Luxury Wellbeing Sanctuary, Peacock Valley, Khadakwasla, Pune. He can be reached at Milind.salunke@swastikwellbeing.com

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JOINT CARE: ADDRESSING THE ROOT CAUSES

Combining Ayurveda and modern medicine, joint issues can be tackled from the roots with holistic treatments, avoiding long-term side effects and restoring wellness.



Dr. D Jayashree Ayurvedacharya

Nowadays there is a huge surge in musculoskeletal issues, especially in joint pain. The “compulsory comforts” of modern age, sedentary lifestyle, improper postures, stress, long hours of sitting, unnatural hours of working – all cause different types of issues, especially related to the joints like shoulder, back, knees like arthritis, gout, slip disc, disc compression and so on.

People seek both conventional treatments, get scans, diagnosis, physiotherapy etc., and alternative approaches like Ayurveda.

As per Ayurveda the entire world base is pancha mahabhoota, that is, sky, wind, fire, water and earth. These by nature bind together in combinations of two elements:

Sky + Air = Vata

Fire + Water = Pitta

Water + Earth = Kapha

Now these three permutations and combinations are the building blocks for anything in this universe. When they are in harmony it leads to health and when disturbed, they give rise to diseases.

All activities are governed by Vata. Digestion and hormonal functions are regulated by Pitta. Kapha is responsible for form and structure.

Causes for joint stiffness

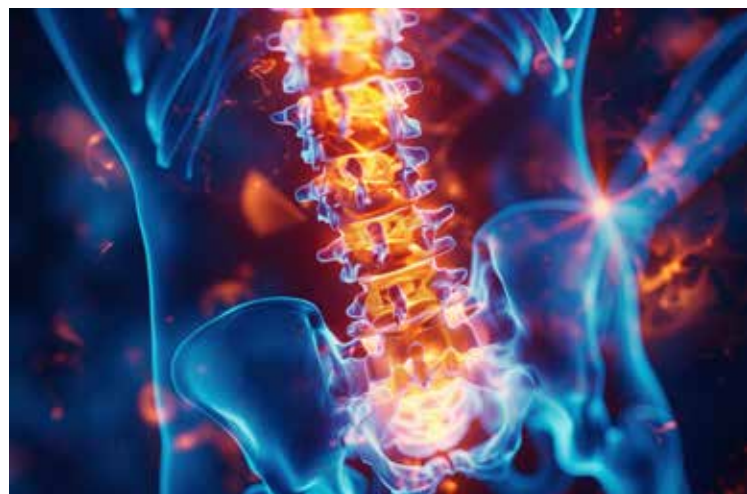
When there is an imbalance in activity Vata gets disturbed. Sandhi, that is, joints as you know are the most important for movement and flexibility. Imbalance leads to stiffness, pain, inflammation, degeneration etc. Vata can cause both aggravated activity or reduced activity depending on increase or decrease of movement. Hence, joint care in Ayurveda focuses on balancing vata through diet, herbal remedies, pancha karmas therapies like detox, massages, Yoga etc.

Diet

A proper diet is essential for both prevention and cure.

Dry, cold, light food, vegetables like tubers-potatoes, beetroot etc., raw banana, dry pulses, sprouts, aggravate vata – causing increase in conditions like pain, stiffness, deterioration etc.

Food ingredients like turmeric, ginger, oil – sesame, ghee – are used for their rejuvenating and anti-inflammatory properties. Plenty of liquids, taking more of sweet, sour and salt, less of spicy, astringent and bitter food are advised to balance Vata.





Herbs like ashwagandha, turmeric, nirgundi, ginger, boswellia serrata, sallaki are commonly used to tackle joint pain, inflammation, swelling, stiffness and increase strength mobility, smoothness etc.

Plenty of internal medicines are available to lubricate and make the joints flexible strong.

Therapies

Specific therapies of different types are used as per condition to tackle these situations. Oil massages are done to increase circulation, reduce inflammation, stiffness and flexibility.

Panchakarma Therapies

Snehanam (oleation), swedana (fomentation), virechanam (purgation), basti (enemas) for detoxification and rejuvenation, dhara, pizhlichal and so on are part of panchakarma therapies.

These are for eliminating the accumulated toxins from the body, removing the cause of disease, further deterioration, for healing and rejuvenating and nutrition. These are used locally and full body too – as not only one area, the dosha must be tackled totally to remove the root cause.

Basti treatments are similar to intravenous injections; they are localized or internal applications that work quickly and effectively to heal and cure.

Yoga and physical exercise

Yoga and physical exercises help to regain and maintain flexibility, strengthen muscles, mobility, relieve pain, stiffness, stabilize musculoskeletal system.

For prevention and cure in ayurvedic

Don'ts

Too much activities, overdoing exercise including gym exercises, exposure to too much cold, too less sleep, fasting too much, using very little liquids, sitting too long have to be avoided.

Do's

Massages weekly or at least fortnightly, application of oil on head at least on the crown minimum once a week.

Plenty of liquids in food, drinking sufficient water and juices.

Attending to problems and stopping the cause without delay.

Modern care for joints

They focus on treating symptoms, like pain relief through NSAIDS (nonsteroidal anti-inflammatory drugs), corticosteroids, joint replacement therapies etc.

Ayurveda offers a holistic approach addressing the root cause of joint problems without side effects of long-term pharmaceutical use like kidney damage or gastrointestinal issues. Treated on time and by proper therapies, operations can be avoided in most cases, unless they are too chronic or deteriorated. It also is very effective in disc joint issues too.

Thus, Ayurveda provides a wealth of knowledge and therapies, minimizing risk of side effects, tackling the cause, treating the disease and most importantly, restoring wellness. ■

*The author, **Dr. D Jayashree Ayurvedacharya**, is Chairperson - Shree Hospital Chennai, India*

SUSTAINABLE HEALTH BEGINS IN THE GUT

Your body's wisdom can guide you to optimal health. Embrace mindful eating and listen to your gut to reduce healthcare's environmental footprint and enhance well-being.



Prof. (Dr.) Divya P

Healthcare accounts for nearly five percent of global carbon emissions, with hospitals emitting 2.5 times more greenhouse gases than commercial buildings. Medical devices and pharmaceuticals further deplete natural resources. Sustainable Health focuses on prevention, early detection, and timely treatment to reduce reliance on invasive procedures and resource-heavy tertiary care. By minimizing hospital admissions, surgeries, and excessive pharmaceutical use, it not only lowers healthcare's environmental footprint but also enhances overall well-being. Taking care of our health isn't just personal—it's a step toward a healthier planet.

The key to well-being lies in understanding your own body—no doctor can assess it as intimately as you can. While we share biological similarities, each of us is shaped by unique genetics, diet, lifestyle, and environment. A one-size-fits-all approach doesn't work—what affects one person may not impact another. Some thrive despite stress or poor habits, while others struggle despite a disciplined lifestyle. Listening to your body's signals is the first step toward personalized well-being and true self-care.

Depriving your body of oxygen becomes critical within minutes, water within days, and food within weeks. Yet, poor lifestyle

choices silently impact health over years, often going unnoticed until irreversible damage sets in. Gut health serves as an early indicator of overall well-being, making its maintenance essential for sustainable health.

In Ayurveda, gut health is governed by Agni (digestion and metabolism) and Koshta (gut sensitivity and nutrient absorption). A balanced Agni ensures proper digestion, while disturbances lead to Ama





(metabolic waste), a key driver of inflammation and disease. But how can we recognize and sustain optimal Agni and Koshta?

Here are four fundamental rules to keep your digestion strong and gut balanced:

Rule 1: Eat only when you are hungry

This simple rule aligns with nature—animals don't follow a fixed timetable for eating, and neither should we. Many believe that skipping breakfast is unhealthy, but this idea stems from an era when people ate before sunset and engaged in physically demanding labour. In those times, the long overnight fasting period made breakfast essential. However, modern lifestyles have changed. Jobs have become sedentary, and artificial lighting has extended our activity well into the night, often leading to late

dinners. If you've had a heavy meal at a late-night event or office party, skipping breakfast is perfectly fine if you're not hungry. Instead, opt for a mid-morning snack when your body signals the need.

Listen to your appetite—not a rigid schedule or an online influencer. Your body knows best when and how much to eat—trust it.

Rule 2: Let your appetite decide how much you eat

Some people naturally have a strong Agni (digestive fire) and require more food to maintain balance. Skipping meals in such individuals can lead to issues like gastritis or ulcers. However, it's essential to eat mindfully, prioritizing nutrient-dense foods over refined, calorie-heavy options.

Ignoring hunger signals triggers the body's protective mechanism—slowing metabolism and conserving energy. This not only makes weight loss harder but also encourages fat storage.

Your portion size should be dictated by your hunger, not by comparison. Your friend's appetite is not yours—you are unique, and so are your nutritional needs. Listen to your body and eat accordingly.

Rule 3: Eat what aligns with your needs

Does this mean you can eat anything you want? Not exactly. Eating healthy is essential, and the focus should always be on

natural, unprocessed foods. While cravings are normal, remember—processed foods were never part of our evolution. When our ancestors craved something sweet, their only option was seasonal fruits, not cakes or pastries.

If you crave something, choose a natural alternative. Indulging occasionally is fine, but don't make it a habit. Enjoying food is important, and stressing too much about maintaining a perfect diet can be counterproductive. The key is balance—prioritize healthy options, but don't feel guilty about occasional indulgences.

The right food for you depends on your Koshta (gut sensitivity), which varies based on genetics, age, seasons, and overall health. Ayurveda classifies digestion into different tendencies:

- Pitta-dominant individuals are prone to diarrhoea and have sensitive bowels that react to certain foods, stress, or emotions. Even milk can trigger issues like lactose intolerance in them.
- Vata-dominant individuals are prone to constipation.
- Kapha-dominant individuals often have a naturally balanced digestion with regular bowel movements.

Factors like stress, sleep, and lifestyle also influence





digestion and cause fluctuations. There is no universal "healthy diet"—even natural foods must be chosen based on what suits your body. If your Agni (digestive fire) and Koshta (gut health) are in balance, you will experience: Regular appetite, healthy digestion and smooth, consistent bowel movements The goal is to observe, adapt, and eat according to your body's needs, rather than following one-size-fits-all diet trends.

Rule 4: Use medicines only when necessary

Medicines—whether Ayurvedic or otherwise—are not meant for regular use. The first signs of an imbalance appear in Agni and Koshta long before other symptoms manifest, signalling that the body is not in optimal health. When such issues arise, the priority should be to identify and correct the root cause through diet and lifestyle adjustments.

An Ayurvedic practitioner can help guide this process. While certain medicines or supplements may assist in restoring balance, their use should be temporary. There is no universal remedy for gut health—what benefits one person may be harmful to another. For example: A supplement that helps someone with sluggish digestion may worsen symptoms for someone prone to diarrhoea. If your Agni and Koshta are functioning well, you don't need supplements to maintain them. Listen to your body and turn to medicines only when necessary.

True wellness comes from listening to your body and aligning your diet with its natural rhythms. Trust your appetite, eat mindfully, and embrace balance for lasting health. ■

Dr. Divya P, an Ayurveda and health innovator, who is also a management graduate from IIM Kozhikode is the Managing Director & Co-Founder of Ragdima Academy of Sustainable Health and Research Pvt. Ltd.

HOW MUCH WATER SHOULD YOU DRINK?

Contrary to the common belief that drinking eight glasses of water daily detoxifies the body and hydrates the skin, Ayurveda holds a different view.



Dr. Janardhana V Hebbar

Many health experts advise that one should drink eight glasses of water. Is that true? What does Ayurveda say about it?

Come. Let's analyse.

According to Ayurveda, thirst, hunger, urination are called natural urges.

Ayurveda preaches that “Not attending a natural urge, when it is there, and initiating an urge, when it is not there leads to disease.” For example, A healthy person should eat only when hungry and drink water only when thirsty.

How much water should I drink?

There are theories that if you drink eight glasses of water, it will detoxify the body by flushing out toxins, drinking plenty of water nourishes and hydrates the skin but there is no proper scientific evidence related to this.



And this is not true as per Ayurveda!

Water is a coolant. Excess water intake, even without thirst, will cause indigestion and may cause or worsen a condition called “Ama.” This is a product of improper digestion and metabolism at the level of digestive track and at the level of body tissues and cells. As per Ayurveda, ‘Ama’ is the precursor for a host of diseases.

Drinking a large quantity of water will cause an increase of Kapha, Vata, and decrease of Pitta and digestion power.

So, how much water to drink?

Till you feel satiated. Stop it there. Satiation is a signal from your body to stop drinking.

Right time to drink water is while taking food. Drinking water before food is not very recommended. After food, drink water only if you're feeling thirsty.

Modern research

Associate Professor Michael Farrell from the Monash Biomedicine Discovery Institute says – “If we just do what our body demands us to, we'll probably get it right – just drink according to thirst rather than an elaborate schedule.”

Is too much water harmful to the body?

This is a never-ending debate. Here is the comparison between the modern scientific argument and where Ayurveda stands.

Modern argument

Mild levels of dehydration can produce disruptions in mood and cognitive functioning. With the brain being 75% water, staying hydrated is essential for mental function.

It is a well-accepted theory that healthy people should be drinking enough water every day. But Ayurveda advises that one should wait for the thirst urge to occur to drink water. This principle is in line with the scarcity – abundance theory of Ayurveda.

With thirst

A healthy person should drink water when thirsty; should drink enough water till the thirst is quenched completely and the person should not drink water without the thirst signal.



This doesn't mean restricting water intake—just wait for the natural urge to drink.

It is true that dehydration leads to decreased brain functions. But going with the scarcity theory, it is fine to keep the brain functioning with limited resources. Brain requires glucose. It doesn't mean that we should be eating glucose all the time.

Water and Agni

Agni is the digestive component of the body. Excess water can reduce agni and hunger, which is why it's often recommended before meals for weight loss to decrease hunger.

For obese patients, who are trying to incorporate intermittent fasting, drinking excess water helps to keep the hunger under check. Extrapolating this theory into healthy people, it is not good to have a decreased Agni caused due to excess drinking of water. Hence, excessive water intake is discouraged, except in summer and autumn, as it weakens Agni and dilutes Dhatus (tissues).

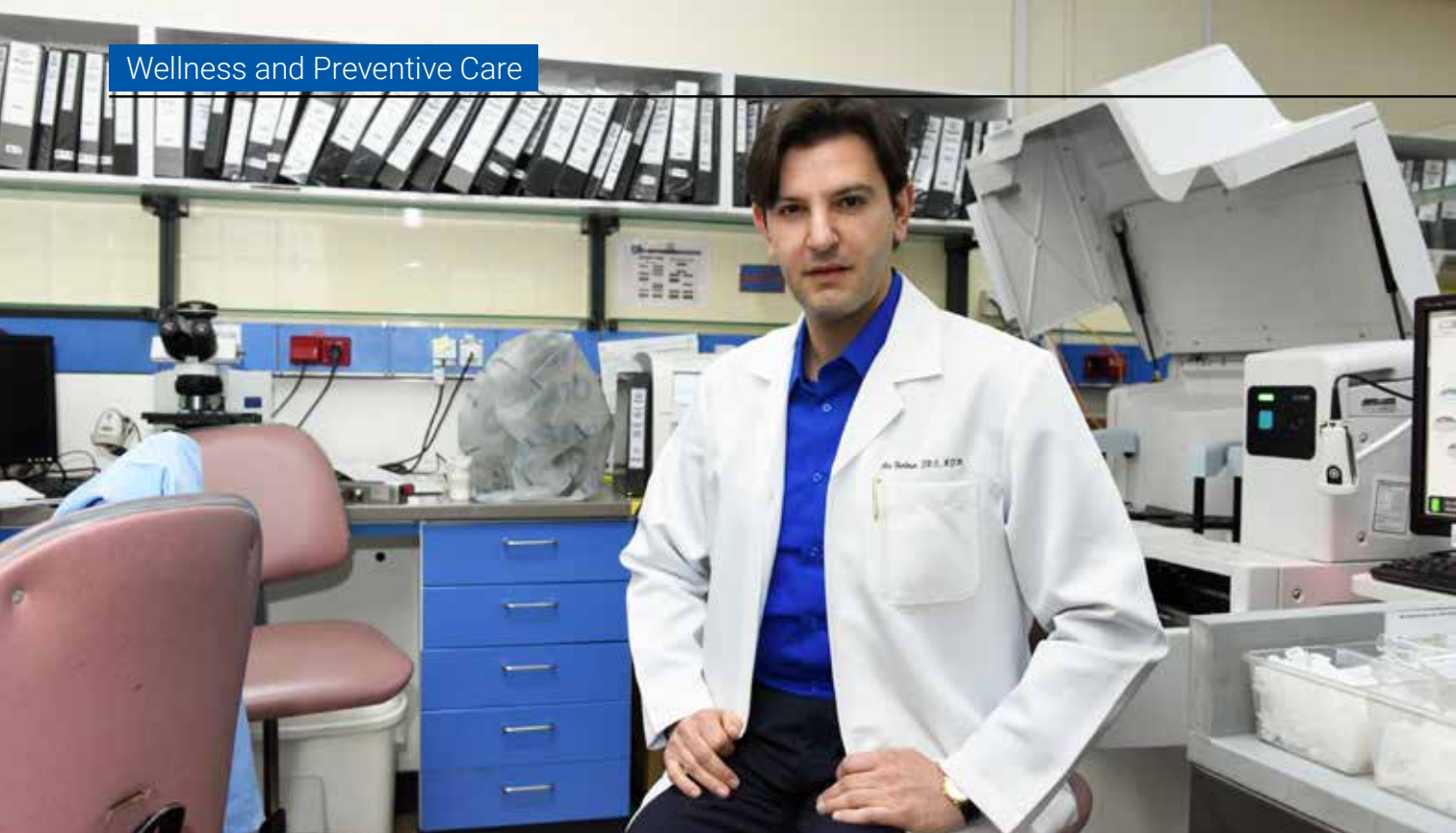
What if someone does not get thirsty at all?

In Ayurveda, reduced thirst indicates Pitta depletion. Spices like ginger, black pepper, cumin, and fennel can help restore it.

What about diseases?

The above rules are applicable only to healthy people. In urinary tract infection, kidney stones etc., larger amount of water is advised and in case of cardiomyopathy, renal damage etc, fluid restriction is advised. In such conditions, the above rule does not apply. ■

*The author, **Dr. Janardhana V Hebbar**, is the Managing Director and Senior Consulting Physician of Easy Ayurveda Hospital, Morgan's Gate Mangalore, India, and has over 21 years of experience.*



OBESITY IN THE UAE: CAUSES AND CHALLENGES

*Obesity in the UAE is fueled by rapid socio-economic changes, Western diets, sedentary lifestyles, lack of education, societal attitudes, and targeted advertising. We spoke to **Dr. Alexander Woodman**, an expert in clinical preventive medicine and public health, known for his trailblazing research in the Middle East and North Africa (MENA) region, to find out more about how the efforts in the UAE to combat obesity are paying off.*

Q. You have extensive experience in obesity mapping within the Gulf countries. Could you focus on the United Arab Emirates (UAE)?

A. In the UAE, overweight and obesity have emerged as serious public health concerns, contributing to various comorbidities such as joint, bone, cardiovascular diseases, and diabetes. When examining current data on obesity rates within the Emirates, it's notable that the highest rates of overweight individuals are found in Dubai, while Sharjah has the highest percentage of obese residents. On a positive note, the latest



National Health Survey (2019) reported an obesity prevalence of 27.8%, a significant decrease from 2010, when the rate stood at 37.2%. This decline suggests that people are becoming more aware of the negative health impacts of being overweight and obese and are likely adopting healthier lifestyle habits.

Q. What are the most obvious factors that could lead to such high rates of being overweight and obesity? And what are some of the hidden, invisible causes?

A. Some of the most obvious factors are the rapid socio-economic changes taking place in many Arab countries, including the UAE. Consequently, the attitudes and behaviors of the new generation have shifted toward Western values and lifestyles, including dietary patterns. As a result, foods high in carbohydrates and trans fats have become more accessible and are consumed more frequently. A sedentary lifestyle is the second leading cause of obesity, often attributed to the harsh and hot weather that discourages walking. However, one of the main reasons for this problem is a lack of education and awareness. A casual attitude towards food in society often leads to overconsumption. Parents do not teach their children healthy eating habits, and many are unaware of proper nutrition or a balanced diet. Another hidden influential risk factor is advertising. Adolescents and young adults are often targeted by the advertising industry, which popularizes and markets high-calorie foods, fatty snacks, and sugary drinks through attractive campaigns. These are some of the most obvious and hidden reasons that contribute to obesity in the UAE population.

Q. You mentioned the importance of education in making healthier food choices. Please elaborate with a focus on the UAE.

A. In 2022, the UAE adopted the National Policy for Promoting Healthy Lifestyles. The objective of the policy is to establish a multi-sectoral national framework to promote healthy living, achieve the highest level of health for community members,

and improve the quality of life. It emphasizes promoting healthy eating, physical activity, and tobacco control, among other initiatives. I would also like to reflect on and praise the ongoing efforts of the UAE government to promote healthy lifestyles, led by the example of the Crown Prince of Dubai, His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, as well as the initiatives of the authorities of Abu Dhabi and other emirates. Another important step that I would consider, based on my research experience, is to encourage parental involvement. This is a critical factor in preventing and managing childhood obesity. Parents must be prepared to recognize and assess an overweight or obese child. Several studies in the UAE have reported high levels of parental misconceptions about their children's weight. This misperception can lead to misjudgment of children's eating habits and physical activity levels, with less than 50% of parents able to accurately estimate their child's weight. Therefore, parental education should be considered another priority to ensure positive health outcomes for the future of the UAE.

Q. What about science and research? Where do you see potential in contributing to lower rates of overweight and obesity in the UAE?

A. Based on my experience in Bahrain and Saudi Arabia, I can say that one of the most results-oriented approaches that the UAE scientific community can adopt is to implement community-based participatory research (CBPR) initiatives. CBPR is an innovative research approach that connects knowledge and action to improve community health and reduce health inequalities. Conducting CBPR research in the UAE will provide a framework to engage community members, researchers, and other stakeholders in the research process, recognizing and maximizing the importance of diverse contributions to initiatives aimed at combating overweight and obesity. As a result, the voices of community members (such as parents or young people) regarding their lifestyle choices, food and physical activity - will be recorded and analyzed, leading to positive, transformative, and sustainable change within communities. ■



Shahnaz Husain

TIMELESS BEAUTY: THE SECRET OF SKIN LONGEVITY

Here is a look at the historical significance, evolving perceptions, and contemporary approaches to achieving skin longevity as a fundamental aspect of beauty.

Skin longevity, the ability of skin to maintain its youthful appearance and health over time, has been a timeless pursuit in the realm of beauty. From ancient skincare practices rooted in natural remedies to modern scientific advancements, the quest for youthful and radiant skin transcends cultures and generations.

Historical perspectives

The fascination with maintaining youthful skin dates back centuries, evident in the beauty rituals of ancient civilizations. In ancient Egypt, for instance, Cleopatra is renowned for her skincare regimen involving milk

baths and the application of botanical oils. These practices aimed not only at preserving beauty but also at symbolizing status and vitality.

Similarly, in ancient China, traditional medicine emphasized the balance of qi (life force) and blood circulation to promote skin health and longevity. Herbal remedies and acupuncture were utilized to address skin concerns and maintain a youthful appearance.

Across cultures, from ancient Greece to India, herbal concoctions, natural oils, and techniques like exfoliation and massage were employed to enhance skin texture, reduce signs of aging, and uphold the skin's natural radiance. These historical practices laid the foundation for understanding the importance of skincare in preserving beauty and health.

Perceptions and cultural influences

Throughout history, societal norms and cultural ideals have influenced perceptions of beauty and the pursuit of skin longevity. During the renaissance period in Europe, fair, unblemished skin was considered a sign of wealth and aristocracy, leading to the use of cosmetics containing ingredients like lead and mercury, despite their harmful effects.

In modern times, global perspectives on beauty have become more inclusive, celebrating diverse skin tones and textures. However, the desire for healthy, radiant skin remains universal, driving innovations in skincare science and technology.



Contemporary approaches

Today, skincare routines are tailored to individual skin types and concerns, incorporating ingredients backed by scientific research.

Preventive Care: Early intervention through daily skincare routines that include cleansing, moisturizing, and sun protection plays a crucial role in preventing premature aging and maintaining skin health.

Advanced Treatments:

Skincare formulations now include potent ingredients that target specific skin concerns such as wrinkles, uneven tone, and loss of elasticity.

Nutrition and lifestyle: The link between diet, lifestyle habits, and skin health is increasingly recognized. Nutrient-rich diets, hydration, adequate sleep, and stress management contribute to overall skin vitality and longevity.

Holistic approaches:

Integrative skincare practices such as Ayurveda, Traditional Chinese Medicine (TCM), and naturopathy emphasize a holistic approach to skincare, focusing on internal balance and external nourishment.

The science behind skin longevity

Scientific research has deepened our understanding of skin aging processes, highlighting factors such as oxidative stress, UV radiation, hormonal changes, and genetic predispositions. This

knowledge informs the development of targeted skincare solutions that promote cellular repair, collagen synthesis, and skin barrier function.

Environmental influences

Extraneous factors, such as UV radiation, pollution, and lifestyle habits, significantly impact skin aging.

UV Radiation: UV rays penetrate the skin, causing damage to collagen fibers, which are essential for skin structure and elasticity. Over time, this leads to the formation of fine lines, wrinkles, and sagging skin.

Exposure to UV radiation generates free radicals within the skin cells. These reactive molecules can overwhelm the body's antioxidant defenses, resulting in oxidative stress. This oxidative damage accelerates the aging process and contributes to skin conditions such as premature aging and skin cancer.

UV exposure stimulates melanin production, leading to hyperpigmentation such as sunspots, freckles, and uneven skin tone.

Pollution and free radicals: Pollutants generate free radicals upon contact with the skin. These free radicals induce oxidative stress, causing damage to cellular structures and accelerating skin aging.

Pollutants can impair collagen synthesis and accelerate its breakdown, leading to loss of skin firmness and elasticity.

Pollutants can compromise the skin's natural barrier function, increasing susceptibility to irritation, inflammation, and dehydration.

Lifestyle factors: Diets high in processed foods, sugars, and unhealthy fats can contribute to inflammation and oxidative stress in the body, reflecting on the skin as acne, dullness, and premature aging.

Tobacco smoke contains thousands of chemicals that impair blood flow to the skin, decrease collagen production, and accelerate the breakdown of elastin fibers. This results in wrinkles, sagging skin, and a dull complexion.

Excessive alcohol consumption dehydrates the skin, leading to dryness, inflammation, and impaired wound healing. It can also exacerbate existing skin conditions like rosacea and eczema.

Prolonged stress triggers the release of cortisol, a hormone that promotes inflammation and breaks down collagen. This can manifest as increased skin sensitivity, acne flare-ups, and accelerated aging.

While extraneous factors pose challenges to skin health,





adopting proactive measures can mitigate their impact. As one can use broad-spectrum sunscreen with SPF 30 or higher daily, even on cloudy days. Reapply every two hours and seek shade during peak UV hours, which are 10 AM to 4 PM.

Choose skincare products rich in antioxidants like vitamins C and E, green tea extracts etc. These ingredients neutralize free radicals and protect against oxidative damage.

Use moisturizers containing ingredients that strengthen the skin barrier and prevent pollutants from penetrating deeply.

Maintain a balanced diet rich in antioxidants, vitamins, and omega-3 fatty acids. Stay hydrated, avoid smoking, limit alcohol intake, and practice stress management techniques such as yoga and meditation.

Embracing skin longevity as a lifestyle

Skin longevity has evolved from ancient beauty rituals to a multidimensional approach encompassing science, tradition, and personal care. The pursuit of youthful, radiant skin reflects not only aesthetic ideals but also a commitment to health and self-care. Embracing a holistic skincare regimen that combines preventive measures, advanced treatments, and mindful lifestyle choices ensures that skin always remains resilient and vibrant. ■

Shahnaz Husain, founder and managing director of The Shahnaz Husain Group in India, is globally recognized for her pioneering work in promoting Ayurveda and herbal beauty care. She received the prestigious Padma Shri in 2006 for her remarkable contributions to trade and industry.

Shahnaz's global brand success story, achieved without commercial advertising, is now a Harvard Business School case study. She has also lectured at MIT, University of Oxford, and London School of Economics. Shahnaz represented India at President Obama's World Summit for Entrepreneurs and was named "World's Greatest Woman Entrepreneur" by Success Magazine in 1996.

MANDOOKAPARNI: REVERSING DNA DAMAGE



Here is an ayurvedic herb that enhances skin health, reverses DNA damage, and boosts mental clarity in modern dermatological care.



Dr. Nita Sharma Das

In the realm of Ayurveda, skin health has long been regarded as a reflection of the body's internal balance and vitality. One of the most revered herbs in Ayurvedic medicine, Mandookaparni (*Centella Asiatica*), has garnered attention not only for its cognitive and neurological benefits but also for its profound effects on skin health, particularly in reversing DNA damage. Known as a "Medhya Rasayana" in Ayurveda, Mandookaparni is considered a rejuvenating and revitalizing herb that promotes both mental clarity and physical well-being, with increasing evidence supporting its role in modern dermatological care.

Skin and DNA damage: The silent threat

The skin, being the largest organ in the body, is continuously exposed to environmental stressors, including ultraviolet (UV) radiation, pollution, and chemicals. These elements can have damaging effects at the cellular

level, particularly on DNA. UV radiation, for instance, reacts with the skin's DNA and can cause spontaneous modifications that impair the stability of the genetic material. Such DNA damage accumulates over time and contributes significantly to the aging process. In some cases, mutations caused by DNA damage can lead to unwanted cell proliferation, which is often a precursor to skin conditions, such as skin cancer.

Sunscreens, while widely used to protect the skin from UV radiation, provide only partial protection. Research indicates that even with high sun protection factors (SPF), such as SPF 50, UV rays can still penetrate deeper layers of the skin and cause DNA damage. The protective effects of sunscreens are limited in their ability to offer long-term biological protection, which is where Mandookaparni, or Centella Asiatica, emerges as a promising adjunct to skincare.

A Medhya Rasayana for skin rejuvenation

In Ayurveda, Mandookaparni is classified as a "Medhya Rasayana," a category of herbs that promote mental clarity, rejuvenation, and vitality. Its name translates to "the herb that improves brain

function," but its benefits extend far beyond cognitive health. Mandookaparni is known for its ability to promote collagen synthesis, wound healing, and DNA repair, making it an essential herb in the treatment of skin disorders and in the prevention of DNA damage.

Centella, the plant from which Mandookaparni is derived, contains powerful bioactive compounds such as asiaticoside, madecassic acid, and asiatic acid. These compounds have been the subject of numerous studies for their antioxidant, anti-inflammatory, and wound-healing properties. They work synergistically to repair DNA damage, enhance collagen production, and provide biological UV protection to the skin.

Scientific evidence

Research in both in-vitro and in-vivo studies has demonstrated that Centella, especially in the form of Mandookaparni, can significantly improve skin health by addressing the underlying causes of DNA damage. Here are some key findings:

Collagen Synthesis and Skin Healing

A study conducted by Hashim et al. (2011) found that the ethanolic extract of Centella Asiatica significantly enhances collagen synthesis in human skin fibroblasts. This increase in collagen production is vital for maintaining the skin's structure and elasticity, which can be



compromised by UV-induced DNA damage. Centella has been shown to increase Type I collagen and Type III collagen synthesis, leading to improved wound healing and scar maturation.

Gene expression and DNA repair

Mandookaparni's bioactive compounds, such as asiaticoside and madecassic acid, have been found to alter gene expression involved in cell proliferation, extracellular matrix synthesis, and DNA repair. These compounds enhance the expression of collagen and fibronectin, key proteins that help in skin regeneration and repair. Moreover, Centella's ability to reduce the expression of matrix metalloproteinases (MMPs) enzymes that break down collagen — is crucial in preventing further skin damage and maintaining the integrity of the dermal layer.

Antioxidant and anti-inflammatory action

Centella's antioxidant properties play a critical role in neutralizing free radicals and protecting skin cells from oxidative stress, one of the primary causes of DNA damage. Research indicates that Centella extracts, particularly those rich in ursane triterpenoids, are potent in scavenging free radicals, thus preventing the formation of reactive oxygen species (ROS) that damage cellular DNA. Additionally, the anti-inflammatory compounds found in Centella, such as Caffeoylquinic acid, help reduce inflammatory responses and nitric oxide production, both of which can exacerbate skin damage and aging.



UV protection and skin aging

Mandookaparni has shown significant potential in providing biological UV protection, helping to repair UV-induced DNA damage in the skin. Centella's ability to promote angiogenesis, the formation of new blood vessels, further supports skin regeneration after UV exposure. Studies have demonstrated that asiaticoside and other compounds in Centella stimulate vascular endothelial growth factor (VEGF) production, which supports skin repair processes and reduces the appearance of wrinkles and fine lines associated with UV aging.

Preventing scar formation

Centella is well-known for its efficacy in wound healing and scar prevention. Its ability to accelerate granulation tissue formation and enhance the deposition of extracellular matrix proteins is critical for both acute and chronic wound healing, including burns and diabetes-related wounds. By promoting proper gene expression and collagen synthesis, Centella ensures that wounds heal without excessive scar formation, including hypertrophic and keloid scars.

Future prospects

As Ayurveda continues to gain global recognition for its comprehensive approach to health, the use of Mandookaparni in modern

skincare formulations is becoming increasingly popular. Its ability to address both external and internal aspects of skin health makes it a cornerstone herb in the cosmeceutical industry. Ayurvedic treatments incorporating Mandookaparni offer not just physical relief but also support the mental well-being of individuals by balancing the mind-body connection.

For health tourism, Ayurveda provides a unique opportunity to integrate traditional herbal treatments with modern science, especially for those seeking comprehensive wellness therapies. Ayurvedic resorts and wellness centers are now incorporating Mandookaparni-based treatments for skin rejuvenation, anti-aging, and detoxification, appealing to tourists looking for natural, effective solutions to combat skin damage, especially from UV exposure and environmental toxins.

Bridging the gap

Mandookaparni, with its rich profile of bioactive compounds, offers a powerful natural solution to managing DNA damage caused by environmental stressors like UV radiation. As a Medhya Rasayana, it not only aids in skin rejuvenation but also promotes overall mental clarity and physical health. With growing scientific evidence backing its effectiveness in repairing DNA damage, preventing skin aging, and enhancing collagen synthesis, Mandookaparni is poised to play



a pivotal role in both traditional Ayurvedic treatments and modern dermatological care. For those seeking a holistic approach to skincare, Mandookaparni is a timeless remedy that bridges the gap between ancient wisdom and modern science.

Disclaimer: The therapeutic effects of *Centella Asiatica* (Mandookaparni) are supported by both traditional Ayurvedic knowledge and modern scientific research. However, it is always advisable to consult with a healthcare professional before starting any new treatment regimen, especially for individuals with underlying health conditions. ■

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AYURVEDA FOR STRONG IMMUNITY

Amidst the challenges of modern living, Ayurveda emerges as a cornerstone of holistic health, blending ancient wisdom with scientific insights to bolster our body's natural defences.



Prof. (Dr) Abhimanyu Kumar

In today's fast-paced world, where stress, pollution, and lifestyle disorders compromise our immunity, Ayurveda stands as a beacon of holistic wellness. It not only provides time-tested solutions for building immunity but also offers integrative approaches that align seamlessly with modern scientific advancements.

Ayurveda: Understanding of immunity

Ayurveda views immunity as 'Vyadhikshamatva,' the body's innate ability to resist diseases. This concept resonates with modern immunology, which emphasizes immune resilience. Central to Ayurveda's approach is 'Ojas,' a subtle yet powerful essence that symbolizes vitality and strength. The strength of Ojas reflects in physical vigour, mental clarity, and emotional balance.

Modern science identifies immune resilience through parameters like white blood cell count, antibody responses, and inflammatory markers. Ayurveda's focus on enhancing Ojas through balanced Agni (digestive fire), proper nutrition, and lifestyle practices now finds validation in nutrigenomics-the study of how nutrients and herbs influence gene expression and immune function.





Integrative strategies for immunity enhancement

1. Gut health: Ayurveda's emphasis on Agni (digestive fire) aligns with modern science, which recognizes the gut microbiome as crucial for immunity. A well-balanced gut is home to trillions of beneficial bacteria that help digest food, produce essential nutrients, and fight harmful pathogens. Ayurveda recommends probiotic-rich foods like Takra (buttermilk), which not only aids digestion but also improves gut flora, enhancing the body's natural defences. Regular intake of Takra balances the doshas, particularly Pitta and Vata, while boosting beneficial bacteria, like modern probiotic supplements.

2. Superfood synergy: Ayurvedic superfoods like Amla, Turmeric, and Ashwagandha provide natural immunity boosters that are now supported by modern science. Amla, a powerhouse of Vitamin C, increases white blood cells that fight infections. Turmeric, with its active compound Curcumin, reduces inflammation and protects the body at a cellular level. Ashwagandha helps in stress management by lowering cortisol levels, which directly benefits the immune system. Combining these with modern nutrients like Vitamin D, essential for bone health and immunity, and Zinc, crucial for cell function, creates a comprehensive immune shield that is both ancient and contemporary in its effectiveness.

Innovative Ayurvedic practices for modern lifestyles

- **Ayurvedic biohacking:** Ayurvedic biohacking is about making small, daily changes for optimized health. Incorporating Rasayanas like Chyawanprash, rich in Amla, Ashwagandha, and other rejuvenating herbs, strengthens the immune system, enhances energy, and improves cognitive functions. Brahmi, known for its memory-boosting properties, also helps in reducing stress and promoting mental clarity, offering a dual benefit when used regularly.
- **Herbal immunity elixirs:** Herbal immunity elixirs provide another simple yet powerful approach. A daily shot made from Tulsi, Giloy, Ginger, and Black Pepper acts as a natural shield against infections. Tulsi is renowned for its anti-inflammatory and antibacterial properties, while Giloy, enhances immune response. Ginger improves digestion and circulation, and Black Pepper aids nutrient absorption, making this elixir a potent immune booster.
- **AI-based Ayurvedic consultations:** AI-based Ayurvedic consultations bring the best of ancient knowledge and modern

technology together. By analysing an individual's Prakriti (body constitution), daily habits, and health data, AI tools can recommend tailored Ayurvedic diets, herbal supplements, and lifestyle changes. This ensures precise, personalized immunity-boosting strategies that fit seamlessly into modern lifestyles while remaining rooted in Ayurveda's timeless principles.

Scientific insights

Ayurvedic herbs have stood the test of time, offering natural solutions to boost immunity. Modern research now validates these ancient remedies, revealing how they work at a molecular level to protect and strengthen the body.

- **Turmeric (Haldi):** The active compound Curcumin is a powerful anti-inflammatory agent that reduces swelling and fights infections. It protects cells from oxidative stress, enhances antibody response, and is often compared to pharmaceutical anti-inflammatory drugs for its efficacy, without harmful side effects.

- **Amla (Indian Gooseberry):** Amla is a rich source of Vitamin C, an essential nutrient for immune function. It increases the production of white blood cells, which act as the body's defence against pathogens. Studies show that regular Amla consumption enhances the body's ability to ward off viral and bacterial infections.

- **Ashwagandha:** Known as an adaptogen, Ashwagandha helps the body cope with stress, which



is a known immune suppressant. It lowers cortisol levels, supports adrenal health, and improves overall stamina, thus enhancing immune responses and resilience.

- **Tulsi (Holy Basil):** Tulsi is revered for its respiratory benefits. It helps clear the lungs, reduces congestion, and protects against respiratory infections. Its antimicrobial and anti-inflammatory properties make it a natural remedy for colds, coughs, and other respiratory ailments.

- **Giloy (Guduchi):** Often termed 'Amrita' (nectar of life), Giloy boosts the body's ability to fight infections by enhancing macrophage activity, the cells responsible for detecting and eliminating pathogens.

- **Shatavari:** This herb supports immune health by enhancing the body's production of antibodies, which are crucial for fighting infections. It also helps maintain hormonal balance and supports reproductive health.

- **Haritaki:** A potent detoxifier, Haritaki improves digestion, facilitates nutrient absorption, and strengthens immunity from within by eliminating toxins from the body.

Tips for boosting immunity

- **Morning rituals:** Start your day with lukewarm water infused with lemon and honey to cleanse toxins.

- **Yoga and Pranayama:** Practice Surya Namaskar and breathing techniques like Bhastrika to enhance lung capacity and circulation.



- **Stress management:** Allocate time for meditation and digital detox to reduce mental fatigue.

- **Balanced diet:** Eat seasonal, locally sourced foods rich in vitamins, minerals, and antioxidants.

- **Adequate sleep:** Ensure 7-8 hours of restful sleep to allow the body to repair and regenerate.

Ayurveda's timeless relevance

Ayurveda's approach to immunity is holistic and preventive. Unlike quick fixes, it focuses on long-term well-being through dietary discipline, mental peace, and physical fitness. Incorporating Ayurvedic principles into daily life enhances immunity, not just for disease prevention but for achieving holistic wellness. The integration of modern scientific tools with Ayurvedic wisdom opens new frontiers in healthcare, making Ayurvedic immunity practices more accessible, personalized, and effective. ■

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HOW TO EAT AND LIVE IN THE SPRING

Read on to know how Ayurveda uses the logic of the qualities of the season to calculate recommendations for foods, activities, and medicines.



Dr. Bhaswati Bhattacharya

Ayurveda is more than herbal formulas and oils. Ayurvedic medicine is based on an understanding of doshas and how they shift in every moment, and how they are Ayurveda shifted in disease states.

Thus, the proper use of Ayurveda is always based on the season. Because the doshas cycle with time through the day, the year, and the life cycle, the prescription for an ailment cannot be stagnant like a modern medical treatment plan. Ayurveda advises changes in the daily routine, the foods, clothes, activity, as well as medicines.



Adapting to spring

As we move into spring, the cold air and biting wind transform into cool breezes and warmer temperatures. The humidity is low but increasing. The heat lingers in the air as the midday temperatures create a heat that thaws the lakes and increases the flow of heat around our body. This latent heat allows our skin pores to open a little, allowing more air to flow, and allowing some of the heat to move out of the body.

In Ayurvedic terms, this is known as a late kapha season, in which the ice melts to water, and phlegm that has been sludgy all winter begins to flow, both in the rivers and in our body. People with phlegm buildup in their head and sinuses will begin to experience runny nose, loose phlegm in the throat. Those with weaker immune systems may experience a buildup of skin fungus known as ringworm.

Measures to counter kapha

To counter this kapha and get it out of the system before the hot summer approaches, Ayurveda provided a host of remedies. If the kapha that has been accumulating in the tracts of the body does not get taken out, the residues of it will resorb back into the body, creating

pockets of moisture and phlegm that were unneeded waste. Accumulation over time can cause kapha diseases of respiratory diseases, immunity, joint problems, head and neck phlegm such as sinusitis and pharyngitis, and gastric issues, because these are the houses where kapha resides.

In the early morning, adding a little salt and turmeric to the water used for jalneti (nasal irrigation using a neti pot) will clean out the phlegm. Changing the toothpaste is important too. Experiencing taste is important, as it changes the composition of the saliva. Cinnamon can be used all throughout the year, as it is a sweet astringent that is favourable for the spring and summer, and its pungent heating qualities are favourable for autumn and winter. More sour and salty tastes are recommended for spring to pull out the kapha

stuck in the oral cavity. Neem is the best of the bitters and is excellent for the late winter and spring seasons as it cuts kapha and lowers pitta. Khadira is advised for the kapha cold season, as it is an astringent, which dries the oily nature of kapha and decreases kapha and pitta as it is composed of the cooling and drying elements of earth and air.

Focus on locally produced foods

Just as the tastes evoke emotions, and emotions evoke chemical changes in the body that affect hormones, enzymes, and organ functions, so the use of tastes can be used medicinally to alter one's health in one's favour... or to deleteriously affect it too! During the kapha season, eat locally produced foods, such as greens in soups, and berries and vegetables that crop up. Opt for hot soups that will melt the phlegm in the throat. Pungent, bitter and astringent tastes (rasa) in foods should be favoured if you are trying to reduce kapha, both the phlegmy kapha in the body, as well as flabby fat. Light and dry foods are excellent for reducing phlegm, so have some dry fruits and nuts, popcorn, and crackers with dry cheese. Avoid cold foods and oily preparations during the spring to prevent oil buildup.

Eat light foods

Foods should be lighter than what was being consumed in the deep of winter. Why? Because the digestive fire is slowly diminishing as the pores of the skin open and dissipate the heat, and the wind increases during the movement of spring air. If heavy



foods are always on your mind now, remember the law of virya - when the power of fire is high in the sky, the power of fire is high in the belly. Eat the main meal at lunch to slowly regain strength and energy. Barley, wheat-based pies, honey, small amounts (less than 2 oz or 60 ml) grape wine and ginger tea are recommended.

Add a bit of romance

The appetite is slowing reducing too, so the food should be adjusted accordingly, depending also on the daily activity level, and the amount of exercise, dance, movement and sports that are now available as the weather gets warmer. Midday walks and outings are recommended. and romantic behaviour is preferred. Take a romp with your lover instead of a midday nap. Light and dry massages of the body and of the feet are advised by ancient ayurvedic physicians.

Use breathable fabrics

The types of clothes we wear are usually changed by instinct as we feel less cold and need lighter protection from wind and perhaps rain instead of snow. Opting for breathable fabrics near the body is always a better option; changing from heavy wools to light wools and wearing cotton next to the body instead of plastic-based fibres such as modal, nylon, polyester, rayon, and microfiber will keep skin breathing and healthy.

Medicinal formulations

The medicinal formulations to use will of course depend on the



person and their constitution, lifestyle, work and imbalances. Use of triphala is excellent if there is a little constipation. Talisadi churna will remove throat phlegm buildup. Fresh ginger added to chai, or just as a tisane will improve the digestive fire. A warm mustard oil massage before showering will remove the dryness of winter and dry heated homes, making the skin moist but not too moist and preventing fungus or bacterial buildup. Dried herbal powder scrubs known as ubtana will make the skin glow.

Follow the right regimens

Ayurveda uses the logic of the qualities of the season, known as the gunas, to calculate recommendations for foods, activities, and medicines. By trying what works for you and altering your routines to avoid what makes you feel worse, a gradual increase in daily energy, with good appetite, no cravings, emotional happiness, smooth bowel movements, good sleep and good sex drive are the keys to self-assess whether you are following the right regimens for your body. ■

Dr. Bhaswati Bhattacharya, a Manhattan-based physician and Weill Cornell professor, blends authentic Ayurveda with modern medicine. A Fulbright Scholar and bestselling author, she holds multiple advanced degrees and is now advancing a tech project to codify Ayurveda for clinical applications.

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LIFESTYLE TIPS TO REVITALIZE YOUR HEALTH

Read on to explore key Ayurvedic principles for disease prevention through diet and lifestyle, providing a scientific rationale for each.




Dr. Prasanna Kakunje

Ayurveda, the ancient Indian system of medicine, emphasizes a holistic approach to health and wellness, focusing on prevention rather than cure. The wisdom of Ayurveda can be integrated with modern scientific understanding to create a lifestyle that supports health and longevity.

Sleep early by 10 in the night

The Ayurvedic recommendation to sleep by 10 in the night aligns with the modern understanding of the circadian rhythm—our natural, internal process that regulates the sleep-wake cycle and repeats roughly every 24 hours. Research in chronobiology suggests that human beings are programmed for sleep as the environment darkens post-sunset. Melatonin, a hormone responsible for sleep-wake cycles, typically rises with the onset of darkness and peaks between 10 p.m. and 2 a.m. Sleeping during this time ensures deep, restorative sleep, which is crucial for physical repair, cognitive function, and emotional health. Early sleep also supports the detoxification processes that are peak in the liver during the late-night hours.



the digestive system and to promote the longevity of digestive efficiency. Modern dietary research supports this through evidence that lighter, smaller meals can enhance overall digestion efficiency and prevent digestive disorders. It also aligns with caloric restriction, which has been associated with increased lifespan and reduced incidence of diseases in various animal studies.

Eat according to region and season

Eating foods that are locally sourced and season-appropriate is highly emphasized in Ayurveda. This practice ensures that the food is not only fresh but also possesses the nutrients best suited to address seasonal changes in environmental conditions that affect the body. From a scientific perspective, seasonal foods are more likely to align with the body's nutritional needs during specific times of the year—such as higher-calorie foods in cold months for body heat and lighter foods in summers.

Drink water when thirsty or when urine is dark

Ayurveda advises drinking water when naturally thirsty, which aligns with the body's actual hydration needs. Drinking adequate water based on body signals like thirst or the color of urine (a



Eat only when hungry

Eating only when truly hungry ensures that the previous meal has been fully digested. Digestion is central to Ayurveda, as it is believed that undigested food can lead to aama (toxin accumulation), which is the root cause of many diseases. Scientifically, hunger signals that the body's energy reserves are depleting and it's ready for more nutrients. This practice supports metabolic balance and can prevent overeating, obesity, and related metabolic disorders like diabetes and heart disease.

Eat light and limited quantities

Ayurveda advises eating light and in moderation to prevent the overloading of





sign of dehydration when dark) is fundamental in maintaining homeostasis and kidney function. This practice avoids the unnecessary strain on the kidneys and bladder that can come from either dehydration or overhydration, supporting overall cellular function.

Don't suppress natural urges

Suppressing natural body urges such as hunger, sleep, urination, and defecation is considered harmful in Ayurveda, potentially leading to serious health issues. From a scientific standpoint, suppressing these urges can lead to chronic conditions such as constipation, insomnia, metabolic imbalances, and increased stress levels, all of which can compromise health.

Stop worrying, stay calm

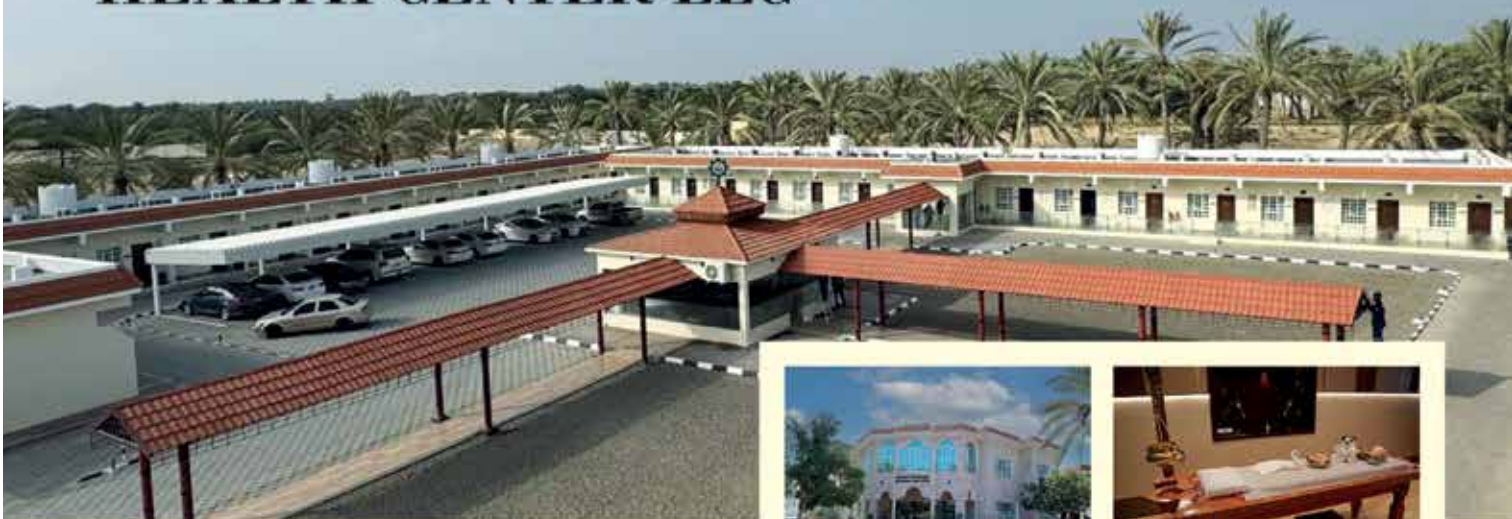
Ayurveda often connects mental health with physical health. The advice to maintain calm and engage in meditation is supported by numerous scientific studies showing that stress can lead to chronic inflammation, which is a precursor to many chronic diseases including cardiovascular

diseases, diabetes, and cancers. Meditation has been shown to significantly reduce stress, lower blood pressure, reduce anxiety, and improve overall well-being.

Thus, Integrating Ayurvedic principles into daily life can lead to a profound enhancement in health and longevity. These practices, validated by scientific research, offer a preventive approach that is often more sustainable and beneficial than treating diseases after they manifest. By adopting these age-old wisdoms with a modern twist, individuals can lead healthier, more balanced lives. ■

*The author, **Dr. Prasanna Kakunje**, Founder and Director of Kakunje Wellness, is an integrative wellness leader, Ayurveda doctor and a spa & wellness consultant. He blends traditional Ayurvedic practices with modern wellness, providing holistic health solutions. Dr. Kakunje can be reached at: prasanna@kakunje.com*

SAHAM AYURVEDIC HOSPITAL & HEALTH CENTER LLC



Saham Ayurvedic Hospital in the Sultanate of Oman enhances well-being across the Middle East through traditional Ayurveda and integrated treatment options.

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We proudly operate a clinic in Muscat's Al Sarooj, Shatti Al Qurum, offering Ayurvedic treatments, Physiotherapy, Speech Therapy, wellness programs, plus Fusion Facial Hydratherapy and advanced slimming therapy techniques.

With over 44 years of experience in Oman, CEO Chandrahasan T Menon is now focused on enhancing the hospital facilities including new areas for public access which includes 25 modern patient rooms, 15 Ayurvedic panchakarma rooms, a high-end coffee shop, renovated restaurant for guests, separate prayer rooms, Hydratherapy pools for men and women.



At SAHAM Ayurvedic Hospital we believe that a calm and relaxing environment reinforces the process of opening up mentally and emotionally as we attend to the physical progress of every patient.

CHANDRAHASAN T MENON
Chief Executive Officer



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AYURVEDA AND HOLISTIC HEALTH

Holistic wellness emphasizes balance across mind, body, and spirit. It focuses on prevention, self-care, and natural methods to achieve comprehensive health and well-being.



Dr. Prabhath Kumar Bal

Holistic wellness is an approach to health that emphasizes the interconnectedness of the mind, body, and spirit. It recognizes that each aspect of a person's well-being influences the others, and that achieving balance in all areas is essential for overall health. This approach goes beyond just treating physical symptoms and looks at emotional, mental, social, and spiritual aspects of health.

In holistic wellness, the focus is on prevention and self-care, using natural and complementary methods such as nutrition, exercise, mindfulness practices, ancient & contemporary therapies. It encourages individuals to take an active role in their own healing and wellness by making conscious choices that support their whole self.

Key principles of holistic wellness

- **Balance:** Achieving harmony between the physical, mental, and emotional aspects of life.
- **Mindfulness and self-awareness:** Paying attention to the present moment and understanding how it impacts overall health.



- **Nutrition and diet:** Eating a balanced diet that nourishes both the body and mind.

- **Exercise and movement:** Engaging in physical activities that keep the body strong and flexible.

- **Stress management:** Techniques such as meditation, deep breathing, and yoga to reduce mental and physical stress.

It is about creating a lifestyle that supports not just survival but thriving in all aspects of life.

Ayurveda is a comprehensive approach to health and an ancient system of medicine that has been practiced for thousands of years in India. The term "Ayurveda" comes from Sanskrit, meaning "science of life" ("ayur" which means life, "veda" that means knowledge). Ayurvedic principles focus on balancing the mind, body, and spirit to promote overall well-being.

The core idea in Ayurveda is that everyone has a unique constitution or "dosha," which is

a combination of three energies—Vata, Pitta, and Kapha—that govern our physical and mental traits.

Understanding your dosha can guide you toward personalized practices that support your health and balance.

Here is a closer look at the main aspects of Ayurveda.

Three Doshas (Bodily Humours)

Vata (air and space): Associated with movement, creativity, and flexibility. People with a dominant Vata dosha tend to be energetic, creative, and quick-thinking but may struggle with anxiety or restlessness when out of balance.

Pitta (fire and water): Linked to transformation, metabolism, and intellect. People with a dominant Pitta dosha are often focused, driven, and enthusiastic but may experience irritability, anger, or inflammation when imbalanced.

Kapha (earth and water): Connected with stability,

structure, and nourishment. Those with a dominant Kapha dosha are calm, nurturing, and grounded but may feel sluggish or overly attached when out of balance.

Diet and nutrition

In Ayurveda, food is considered medicine, and each dosha benefits from specific types of food. For instance:

Vata types benefit from warm, moist, and grounding foods.

Pitta types thrive on cooling and hydrating foods.

Kapha types need light, stimulating foods to energize them.

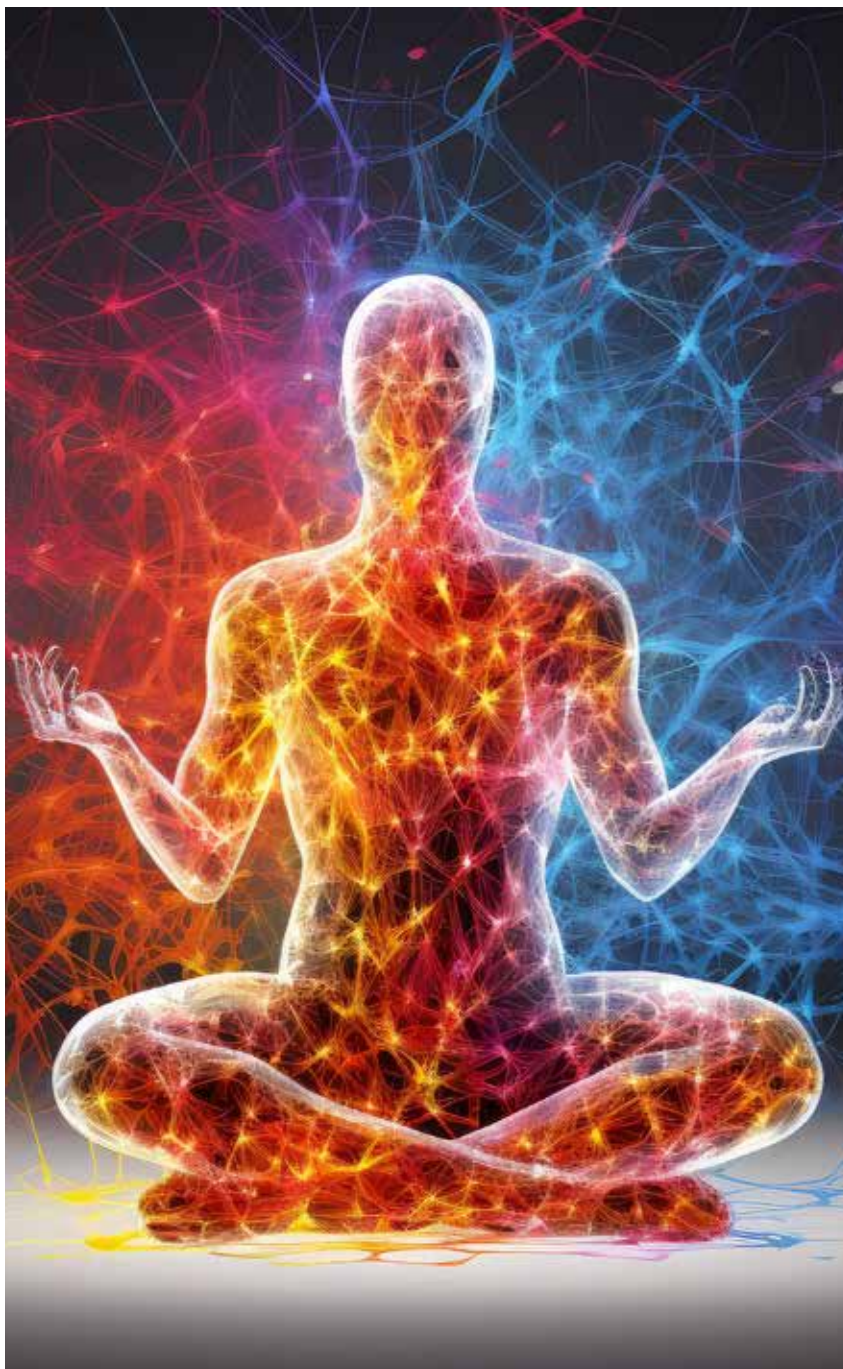
Lifestyle and daily routine (Dinacharya)

A key element of Ayurveda is maintaining a balanced daily routine. This includes:

Waking up early, ideally before sunrise.

Practicing morning rituals like oil pulling, tongue scraping, and meditation.





Herbal concoctions - Specific herbs are used to target imbalances, such as turmeric for inflammation or ashwagandha for anti-ageing.

Mind-body connection

Ayurveda emphasizes the importance of mental well-being and stress management. Practices like meditation, yoga, and pranayama (breathing exercises) help to calm the mind, balance emotions, and enhance clarity and focus.

Detoxification (Panchakarma)

Panchakarma is a detoxification process used in Ayurveda to cleanse the body of toxins and restore balance. It includes a series of treatments such as purgation, Nasal therapy, and enemas to purify the body and rejuvenate the mind.

Ayurveda seeks to maintain balance and harmony within the body, mind, and spirit, while addressing the root cause of imbalances rather than just treating symptoms. It is a lifestyle approach that encourages individuals to live in sync with nature, promoting longevity and vitality. ■

Engaging in moderate exercise (yoga or walking) that aligns with your dosha.

Sleeping early and maintaining a consistent sleep schedule.

Herbal remedies and natural therapies

Ayurveda uses a variety of herbs, oils, and treatments to restore balance. Common Ayurvedic practices include:

Abhyanga - A form of self-massage using warm, therapeutic oils.

Shirodhara - A treatment where warm oil is poured onto the forehead to calm the nervous system.

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UNLOCK THE ULTIMATE WELL-BEING WITH 'MEYAM'

MEYAM combines Ayurveda, Varmology, Yoga, Meditation, and Ergonomics to treat modern health issues and enhance well-being through time-tested holistic practices.



Dr. Yogesh Prabhakaran

MEYAM (Marma-Ergonomics-Yoga-Ayurveda-Meditation) is an authentic Ayurveda treatment programme that integrates Ayurveda, Varmology, therapeutic Yoga, and Meditation with Ergonomics to effectively address modern health issues and promote overall well-being in a traditional Ayurvedic way.

All of us are regularly subject to various mental and emotional stress from our ever-demanding jobs, sedentary lifestyles, chemical abuse, and disruption of the natural day-night cycle. We overuse certain joints, muscles, nerve plexuses, eyes, and brains, thanks to our computers and mobile phones, which leads to work-related conditions that often result in potentially debilitating issues like Repetitive Strain Injury (RSI). Over time, this RSI develops into various major ailments within our bodies.

By fusing ancient traditions with contemporary practices, backed by evidence and steeped in Ayurvedic tradition, the concept of MEYAM (Marma-Ergonomics-Yoga-Ayurveda-Meditation) can most effectively address RSI and promote improved human performance and productivity.

Let's look at the various sections of MEYAM in detail:



Marma or Varma Therapy

This refers to psycho-somatic treatments of Dermatome Therapy, where selective marma/varma points are activated.

Marma therapy is an ancient Indian practice focused on manipulating subtle energy (prana) in the body to support the healing process. It utilises 107 points in the body, which are access points to body, mind, and consciousness. This wellness package utilises selective marma point

activations, providing excellent and immediate results. Marma is believed to be the precursor to modern acupuncture.

Ergonomics (Science of Work)

This package resorts to RSI posture correction, rehabilitation, and preventive care. An ergonomic analysis, along with corrective suggestions and an exercise programme, is also part of this package.

Ergonomics is defined as the study of how people work within their environment. It, along with risk factor assessments, provides interventions that decrease the risk of injury or illness. It also enhances productivity and improves the quality of work life. Ergonomic analysis and advice will help cure or prevent RSI from worsening.

Therapeutic Yoga

This consists of therapeutic rehabilitation exercises, performed with mindfulness. Customised therapeutic Yoga practices and lifestyle adjustments form an essential part of this programme.

Yoga is an ancient, effective non-religious practice that harmonises body, mind, and spirit. Continued practice leads to vibrant health and well-being. Compiling specific therapeutic Yoga postures is a critical part of this treatment programme.



Ayurveda – Kerala Therapies

This is based on the concepts of Dosha, therapies, lifestyle, and food. Therapies applicable for health conditions, such as Ayurveda consultation and administration of selective Panchakarma and Kerala therapies, are integral parts of this treatment programme.

In this wellness programme, the essence of various ancient Ayurveda therapies is incorporated in a customised way to heal, rebalance, and rejuvenate.

Meditation

This includes breath work and mindfulness. Selecting the right meditation programme and continuing it is an active part of curative and preventive care.

Meditation is a practice where an individual uses a technique—such as mindfulness or focusing their mind on a particular object, thought, or activity—to train attention and awareness, achieving a mentally clear and emotionally calm state. This session focuses on creating a customised meditation programme for the individual.

By combining these five treatment modalities, MEYAM provides excellent results in preventive, curative, and promotive health programmes.

The MEYAM programme has been created and standardised with these time-tested, proven methodologies for healing.

MEYAM wellness centres are being established across Kerala to improve preventive and promotive healthcare while attracting attention from the global healthcare sector. ■

*The author, **Dr. Yogesh Prabhakaran**, Founder-Director of Thriphala Ayurveda, blends traditional Ayurveda with contemporary wellness. With nearly 30 years of global experience, he has set up over 100 wellness centres. Thriphala Ayurveda operates across India, integrating therapies with luxury hospitality brands like Marriott, Oberoi, Leela Palace, and Mandarin Oriental, and partnering with the Ayush Mission.*

THE GLOBAL SURGE OF AYURVEDA AND YOGA

Ayurveda, once rooted in India, is now a global wellness phenomenon, offering natural, preventive health practices in a shifting global landscape.



Manas



Prof. (Dr) Raakhee Mehra



In recent years, Ayurveda, alongside Yoga, has transcended its Indian origins to become a global phenomenon, embodying a growing shift toward holistic healthcare and wellness practices worldwide. Under the leadership of Prime Minister Narendra Modi, who has consistently highlighted the significance of Ayurveda through platforms like “Mann Ki Baat,” this ancient system of medicine has been recognized not only as part of India’s cultural heritage but also as a pillar of global health. With its focus on natural remedies, preventive care, and mind-body balance, Ayurveda is increasingly captivating the



attention of international markets and entrepreneurs alike.

This growing global interest in Ayurveda and Yoga is reshaping the health and wellness landscape, positioning India as a leader in the global wellness industry. Both disciplines are aligned with the increasing demand for natural, sustainable, and preventive healthcare solutions, reflecting a broader movement toward more personalized and integrative health practices.

Legacy and modern appeal

Originating over 5,000 years ago, Ayurveda offers a unique, personalized approach to healthcare that emphasizes the balance of body, mind, and

spirit. With practices ranging from herbal remedies and detoxifying therapies to dietary guidelines and spiritual counselling, Ayurveda is increasingly seen as an antidote to the stress and lifestyle diseases of modern society. The COVID-19 pandemic accelerated global awareness of Ayurveda's immune-boosting and preventive potential, further solidifying its appeal.

In 2023, the global Ayurveda market was valued at approximately USD 14.4 billion and is projected to grow at an impressive rate, reaching USD 76.91 billion by 2030. This rapid expansion is driven by several key factors, including heightened consumer awareness of natural health alternatives, the diversification of Ayurvedic



products, and governmental support for research, standardization, and exports.

Regional growth and key drivers

The Asia-Pacific region, particularly India, has been a major contributor to this growth. However, Western markets, including the United States and Europe, have also seen a rising demand for Ayurvedic products and services, driven by consumers seeking holistic, preventive, and natural health solutions.

Several factors are fuelling Ayurveda's global rise:

Increased awareness: Consumers are becoming more conscious of the limitations of conventional medicine and turning to natural, preventive, and holistic alternatives.

Product diversification: Ayurveda has expanded beyond traditional pharmaceuticals to include functional foods, cosmetics, digital consultations, and wellness tourism.

Government initiatives: India's Ministry of AYUSH (Ayurveda, Yoga, Unani, Siddha, and Homoeopathy) and policies such as "Make in India" and the Ayush Export Promotion Council (AEPCC) have paved the way for Ayurveda's global integration.

Entrepreneurship opportunities in Ayurveda

Entrepreneurs worldwide are seizing the immense opportunities presented by Ayurveda, spanning several sectors:

Ayurvedic pharmaceuticals and nutraceuticals:

The global demand for immunity boosters, digestive aids, and mental wellness products is booming. Entrepreneurs are developing clinically validated formulations to meet global regulatory standards, particularly for immunity boosters, digestive supplements, and cognitive enhancers.

Ayurvedic skincare and cosmetics: The natural beauty industry is set to reach USD 54 billion by 2027, and Ayurvedic skincare products are increasingly in demand. Items such as neem-based face washes, saffron-infused creams, and herbal oils are gaining global traction.

Panchakarma and wellness tourism: Ayurvedic resorts and wellness centres offering detoxification therapies, such as Panchakarma, are becoming popular in tourist destinations. This offers entrepreneurs a lucrative opportunity in wellness tourism, which continues to rise globally.

Digital platforms for Ayurvedic consultations: The telemedicine boom has opened doors for digital platforms offering Ayurvedic consultations. Entrepreneurs can leverage AI and machine learning tools to personalize Ayurvedic health advice and dietary plans.

Ayurvedic food and beverages: Functional foods like chyawanprash, herbal teas, and immunity-boosting snacks are becoming staples in global markets. Ayurvedic beverages infused with herbs like tulsi and brahmi are gaining significant popularity.

Ayurvedic education and training: The increasing interest in Ayurveda has led to growing demand for qualified practitioners. Entrepreneurs are establishing Ayurveda training centres, certification programs, and online education platforms to meet this need.

Yoga: Complementary to Ayurveda

Yoga, often considered Ayurveda's complementary discipline, has also gained significant global recognition. Originally a spiritual practice, Yoga has evolved into a global wellness movement, driving a multi-billion-dollar industry encompassing yoga studios, retreats, apparel, and accessories. In 2024, the global Yoga market was

valued at USD 115.43 billion, and it is expected to grow to USD 250.70 billion by 2034.

Entrepreneurial opportunities in Yoga include:

Yoga studios and retreats: Establishing centres that integrate Yoga with Ayurvedic therapies can cater to the growing number of health-conscious individuals seeking a holistic lifestyle.

Digital Yoga platforms: Virtual yoga classes, guided meditation apps, and subscription services are booming, especially post-pandemic.

Yoga apparel and accessories: Sustainable and eco-friendly Yoga mats, clothing, and props are increasingly in demand, reflecting the growing trend of conscious consumerism.

Corporate yoga programs: Companies are increasingly incorporating Yoga into their employee wellness initiatives.

Government initiatives and global expansion

The Indian government has played a key role in promoting both Ayurveda and Yoga on the global stage:

Ministry of AYUSH: Supports research, education, and product standardization, positioning India as the hub for traditional medicine.





International Day of Yoga: Celebrated on June 21, this event has contributed significantly to the global popularity of Yoga, with Ayurveda also benefiting from the exposure.

Ayush Export Promotion Council (AEPC): Facilitates the global export of Ayurvedic products, aligning with India's goal to become a global leader in traditional medicine.

Challenges in Ayurveda's global expansion

Despite its potential, Ayurveda faces several challenges in global markets:

Regulatory hurdles: Navigating complex international approval processes, particularly in the USA and EU, can slow down the entry of Ayurvedic products.

Standardization: The lack of uniformity in Ayurvedic formulations and practices needs to be addressed to gain consumer trust.

Cultural misconceptions: Educating consumers on the scientific basis of Ayurveda remains critical to dispelling myths and misconceptions.

The way forward

Looking forward, Ayurveda and Yoga offer immense potential for both economic growth and sustainable development. These ancient systems of wellness align with the United Nations' Sustainable Development Goals (SDGs), particularly those related to health, well-being, and environmental sustainability.

Ayurveda and Yoga are no longer just ancient traditions; they are economic powerhouses and key drivers of global wellness. By aligning with sustainability goals and responding to the world's increasing demand for natural, preventive health solutions, these disciplines are poised to revolutionize global healthcare while driving economic growth.

As Prime Minister Narendra Modi has underscored, Ayurveda and Yoga are integral to India's cultural legacy and offer a unique opportunity to shape a healthier, more harmonious world. By fostering entrepreneurship and innovation in these fields, India can position itself as a global leader in wellness, contributing to a prosperous and sustainable future for all. ■

The author, **Manas** is the CEO of Ayurvigyan, based in Delhi. **Dr. Raakhee Mehra** is the founder of Ayurvigyan and a renowned Ayurvedic and Yoga expert with 25+ years of experience.

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'AYURVEDANCE' - WHEN DANCE MEETS AYURVEDA

'Ayurvedance' blends complex dance movements, harmonizing prana and doshas for physical and mental well-being.



Subramanya Suresh

Clara, a woman in her mid-thirties with the energy of a twenty-year-old, had always danced. As a young girl, she dreamed of becoming a prima ballerina, but then she fell in love with the rhythm of modern dance. Her joints occasionally reminded her of past leaps and pirouettes, but her eyes still shone with the same passion. Her life was a dance - sometimes a wild tango, sometimes a gentle waltz.

India had always been her place of longing. The colours, the smells, the music - everything vibrated with an energy that she had never felt in Europe. So, she packed her suitcase and flew to Kerala, the southern state known for its Ayurveda cures and unique culture.

There she met Arjun, a master of Kalaripayattu, the traditional martial art of Kerala. Arjun was a man like a thunderstorm - strong, wild and unpredictable. Clara, who had always had a penchant for adventure, was immediately fascinated.

"You move like a gazelle," said Arjun with a twinkle in his eye when he saw her dance for the first time. "But I see the strength of a tiger in your eyes."

Clara laughed. "I'm probably more of a mixture of both," she said. Arjun not only taught her the art of Kalaripayattu, but also the beauty of Bharatanatyam, the traditional dance of South India,

which is said to harmonise body and mind. "Bharatanatyam is more than just dance," he said. "It is meditation in motion, a path to inner harmony and spiritual growth."

Clara, with her years of experience in dance, learnt quickly and was soon twirling around the stage with Arjun, her movements a fusion of Western and Eastern traditions.

The complex foot movements,



the expressive mudras (hand gestures), the precise and controlled movements inspired Clara - she felt how the dance harmonised the energies in her body, how it stimulated the flow of prana, the life energy.

Arjun's father also introduced her to the world of Ayurveda, the traditional Indian art of healing. He explained to her the three doshas - vata, pitta and kapha - and how important their balance is for health. "Ayurveda

looks at the person as a whole," he explained, "body, mind and soul are inextricably linked."

"Ayurvedance", she called this combination of Ayurveda and dance, this fusion of physical and mental harmony.

Clara and Arjun got married under a mango tree, barefoot and in colourful attire. Their life was a constant commute between Europe and India, a dance between two cultures.

Clara and Arjun have come up with a great dance workshop: "Ayurvedance"! They taught together and showed their students how to find more balance and well-being through conscious movement and Ayurvedic principles.

Clara once told the children: Imagine that life is like a big, colourful dance! Sometimes you dance fast and wild, sometimes slow and calm. Ayurveda is like a magic map that helps you to always stay in balance in this dance.

It's like a game in which you learn to listen to your body, your mind and your soul. Your body is like a cool car that you have to take good care of so that it drives well. Your mind is like a colourful balloon that floats full of ideas and thoughts. And your soul is like a little light in your heart that shows you the way.

If you take good care of yourself, you will dance through life happily and lightly! But sometimes the dance gets mixed up. Maybe you have a stomach ache because you have eaten too many sweets, or you are sad because you had a fight with your boyfriend. Ayurveda then helps you to regain your balance, just like a dancer who gets a little dizzy but catches himself again and continues dancing.

It's like a game where you have fun and do something good for yourself at the same time. It makes your dance of life even more beautiful and colourful!

Clara and Arjun's daughter Sindhu was born into this colourful world, a child with the bright eyes of her mother and the wild energy of her father.

Sindhu inherited her parents' passion for dance. Even as a little girl, she danced wherever she could - on the street, in the park, even in the supermarket. She became a celebrated Bharatanatyam dancer, an ambassador between East and West.

But success came at a price. Sindhu travelled from performance to performance, always under pressure to be perfect. She felt empty and burnt out, like an instrument that only ever played the same melody.

Clara, who knew her daughter better than anyone else, recognised the signs. "You need a break," she said to Sindhu, "You need to find yourself again."

Together they travelled to Kerala, to a small ashram in the middle of the green hills. There they immersed themselves in the world of Ayurveda, the traditional Indian art of healing. They meditated, practised yoga and learnt the secrets of Ayurvedic nutrition.

On the very first day after her arrival, an Ayurvedic doctor examined Sindhu without asking any questions or saying anything. First, he looked at her intently, then he took her hand and felt her pulse with three fingers. He scrutinised her eyes, her ears and her outstretched tongue with a stern look. Sindhu found the whole procedure strange, but also amusing.

The doctor cleared his throat and said something about Nadi, restlessness, emptiness and so on. Although Sindhu only partially understood him, she wanted to know what Nadi was. 'I have felt your pulse and heard the melody of your health,' he said.

'Nady melody', Sindhu murmured inwardly, expecting nothing unusual, but when the doctor asked her about the pulling pains in her abdomen and the occasional palpitations, she was completely surprised. How would he know, because she hadn't spoken to anyone about it, not even her mother.

Her doshas were not in balance and she should take Ayurvedic medication regularly for the next three weeks, which had no side effects.

He then gave instructions to his assistant, who wrote everything down and gave the note to Sindhu, asking her to bring it to her next check-up. Sindhu couldn't read anything on the note because as a child she didn't want to learn Malayalam, her father's language.

When Clara asked her about the examination, she replied that everything was fine.

That same evening, Sindhu wrote and told her friends about India, about the daily chaos on the streets, about the fact that in India you don't use a plate but a banana leaf as a plate, about the delicious food, about the nasal-sounding Malayalam language and about everything that people asked her, but she didn't say a word about the Ayurvedic examination.

She attended the Ayurveda workshops and learnt something new about the knowledge of life every day. She discovered that Bharatanatyam basically contains many aspects of Ayurvedic principles.

Sindhu began to recognise and write down similarities and parallels between dance and Ayurveda.





Balance and harmony

Ayurveda aims to balance the doshas (vata, pitta, kapha) through diet, lifestyle and herbal remedies.

Bharatanatyam emphasises balance, coordination and symmetry in every posture and movement.

Mind-body connection

Ayurveda recognises the close connection between body and mind. Practices such as meditation and yoga, which are also part of Bharatanatyam, are recommended to promote mental well-being and reduce stress.

Bharatanatyam requires intense concentration and mental focus to perform the complex mudras (hand gestures) and expressions (bhava). This mindful practice helps to calm the mind and increase mental clarity.

Energy flow and prana

In Ayurveda, practices such as pranayama (breathing exercises) and massage are used to increase prana (vital energy) and release blockages.

The rhythmic footwork and dynamic movements of Bharatanatyam stimulate the flow of prana throughout the body.

Emotional expression and letting go

Ayurveda recognises the impact of emotions on health. Suppressed emotions can lead to an imbalance of the doshas.

Bharatanatyam provides a healthy outlet for emotional expression and promotes emotional balance.

Discipline and routine

Ayurveda emphasises the importance of daily routines (dinacharya) and seasonal routines (ritucharya) to maintain balance and prevent disease.

The rigorous training and practice required for Bharatanatyam provides discipline and a sense of routine.

Spiritual connection

Ayurveda recognises the importance of spiritual well-being for overall health. Practices such as meditation and prayer are recommended to promote inner peace and connection to a higher power.

Bharatanatyam, with its emphasis on balance, expression and the connection of body and mind, fits perfectly with the core principles of Ayurveda. It is a powerful tool for healing and promoting holistic well-being.

Sindhu seemed more balanced from day to day. Her notes and reports to her friends became more colourful and cheerful.

Before the scheduled second consultation, Sindhu wanted to ask the doctor something important, but as she did not understand Indian English very well, she asked Clara to be present to clarify any questions.

The doctor was pleased with her and realised that Sindhu was very much in control of herself. Her health had also visibly improved.

Sindhu took a deep breath because she had an important question. As if the doctor had

read her mind, he said: "You have now learnt a lot about Ayurveda. I know from your mother that you want to study pharmacy and psychology. What do you think are the most important differences between conventional medicine and Ayurveda?". Sindhu was a little surprised, but he was right, she had studied Ayurveda intensively. She answered without hesitation,

"Well, conventional medicine focuses on the symptoms and the medical history. Ayurveda, on the other hand, looks at the person holistically and analyses lifestyle, constitution and doshas to find the cause of the illness and restore the balance. But that takes a little longer."

The doctor nodded with satisfaction. Sindhu goes on to ask whether Ayurveda can also help with depression, as her best friend in Germany suffers from it a lot.

The doctor seemed to hesitate, he looked at Sindhu for a while, smiled and said: "Yes, but we need to examine her carefully to see if it really is depression. Maybe your friend should come here.

It could be that when she comes here, nature - us humans, culture, the environment, other living beings - will make her depression disappear. Perhaps she will then no longer need Ayurvedic treatment.

He smiles and continues: "In Ayurveda, depression and the like are called Vishada. In general, all psychosomatic illnesses should be treated at the beginning, before they become chronic. The doctor looked briefly at Clara, then turned to Sindhu and asked: "Do you know the ancient Indian tales and scriptures? Mahabharata, Ramayana, Gita?"

Sindhu nodded and said, "My father told me some stories about them.

"Arjuna also suffered from depression," said the doctor, "it is mentioned in the very first chapter of the Bhagavad Gita."

Seeing no response from Sindhu, he did not elaborate further on the subject.

The term Vishada, or depression, is associated with physical and mental ailments in Ayurveda. Mind and body are two sides of the same coin. They influence each other.

As the doctor is also a lecturer in Ayurveda, his explanations sounded like a lecture.

Sindhu listened attentively and asked about the treatment methods.

"There are three main ways, Daivavyapasraya, Yuktivyapasraya and Sattvaavajaya".

When he saw that his assistant started writing down his statements, he fell silent and looked at the assistant for a moment, after which she immediately stopped writing.

Some classical Ayurvedic herbs like Shankhapushpi, Brahmi, Jyotishmati, Ashwagandha are used. Therapies like Shirodhara, Abyangam and Panchkarma are also good to cure the depressive phase.

Then he abruptly ended the conversation, gave Sindhu instructions for the rest of the treatment and left the room. None of this was out of the ordinary for Sindhu. He must have had his reasons.

Clara tells her that the doctor is one of the co-founders of the ashram and occasionally practices there as a volunteer.

One day, Clara and Sindhu went for a walk and at one point they sat on the bank of a river and talked about mundane things.

They enjoyed the sounds of nature, the chirping of the birds and a pleasant breeze.

Clara closed her eyes and almost fell asleep when she heard the sounds of Bharatanatyam.



Tha tha thai thai tha thith thath
thikidadhom

Dhom dhom thana Thira nana
thira nana

Dhom dhom

When she opened her eyes, she saw Sindu dancing on the shore as if she was in a temple. Her kicks on the solid ground were the drums, her mudras told a magical story. Clara had often seen her daughter dance on stage, to music in front of large audiences, and Sindhu had mastered her dancing to perfection. But what Clara saw now was anything but a masterful dance, it was a gazelle moving to the music of nature. It was fantastically beautiful.

Sindhu saw that her mother was watching her and sat down next to her.

Neither of them spoke, but their faces showed bliss, harmony with themselves and with nature.

They stood up, Clara hugged Sindhu tightly and murmured tha thai tha dhom. They laughed and walked back to the ashram. Sindhu found her rhythm again, the rhythm of her own heart. She learnt to listen to her body and find her inner voice. She continued to dance, but with a new depth, a new expressiveness.

Clara smiles. Her daughter has found her own way, her own dance.

And Clara asked herself.

"Life is a constant change, a dance between opposites. And that there are new rhythms to discover at every age, in every phase of life," she murmured.

Clara realised that, on the



whole, the Ayurveda principle is a holistic system that not only aims to cure illness, but also to maintain health and well-being in all areas of life. It is about creating and maintaining a balance between body, mind and soul.

Ayurveda, a holistic system

To summarise, Ayurveda can be used in many different areas to improve health, well-being and performance. It is about adapting the principles of Ayurveda to the respective needs and requirements.

- **Holistic approach:** Ayurveda views the human being as a unity of body, mind and soul. Not only the symptom is treated, but the person as a whole.
- **Root cause analysis:** Ayurveda tries to find the causes of illnesses and imbalances instead of just alleviating the symptoms.
- **Individualised treatment:** Every person is unique and has their own constitution (Prakriti). Ayurveda takes this individuality into account and adapts the treatments accordingly.
- **Prevention:** Ayurveda attaches great importance to prevention. Diseases should be prevented through a healthy lifestyle, diet and certain practices.

Ayurveda can also be applied in areas of work, financial services and sport, although it may not seem so obvious at first glance. Here are a few examples of how the principles of Ayurveda can be integrated into these areas:

- **Health:** Treatment of diseases, improvement of health and well-being.
- **Nutrition:** Individualised nutritional recommendations based on your constitution.



- **Lifestyle:** Advice on a healthy lifestyle, stress management, sleep hygiene.
- **Beauty:** Ayurvedic cosmetics and beauty treatments.
- **Spirituality:** Yoga, meditation and other spiritual practices.

Areas of work

- **Stress management:** Ayurveda offers many stress reduction techniques such as yoga, meditation and breathing exercises (pranayama). These can help to improve concentration, increase productivity and prevent burnout.
- **Healthy working environment:** Ayurvedic principles can be taken into account when designing workplaces, e.g.

through the use of natural materials, plants and ergonomic furniture.

- **Teamwork and communication:** Ayurveda emphasises the importance of harmony and balance in relationships. The principles can be applied to improve communication and teamwork.
- **Leadership style:** Ayurveda can help leaders develop an authentic and compassionate leadership style that responds to the individual needs of employees.

Financial Services

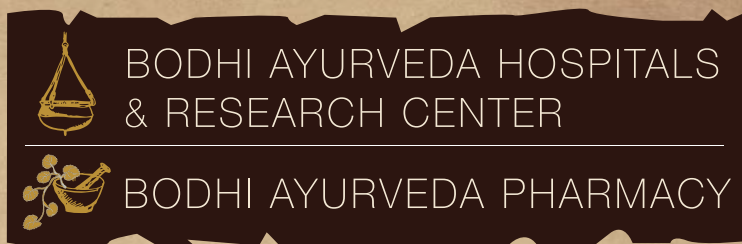
- **Decision making:** Ayurveda can help make clear and balanced decisions by strengthening intuition and gut instinct.
- **Risk management:** Ayurveda teaches how to assess risks and develop balanced strategies.
- **Work-life balance:** Ayurveda helps to find a healthy balance between work and private life and prevent burnout.
- **Ethical behaviour:** Ayurveda emphasises the importance of integrity and ethical behaviour in business.

Sport

- **Performance enhancement:** Ayurvedic nutrition and herbs can help improve physical performance and speed up recovery.
- **Injury prevention:** Ayurveda can help prevent injuries by improving the body's flexibility and stability.
- **Mental strength:** Yoga, meditation and breathing exercises can help to improve concentration, focus and mental strength.
- **Recovery:** Ayurvedic massages and therapies can help relax muscles and promote recovery after exercise.

However, it is important to note that Ayurveda is not a substitute for conventional medicine. A doctor should always be consulted for serious illnesses. ■

Subramaniya Suresh, born in South India, bridges cultures. After a career in the IT industry in southern Germany, he worked as a cultural interpreter for the Office for Migration and Integration. He promotes intercultural and interreligious dialogue and is a short story writer in German, English and Tamil.



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